

Judi Radice Hays

LinkedIn Strategist | Speaker | Author

Judi Radice Hays is a sought-after LinkedIn strategist, speaker, and author. She helps leaders become visible experts in an AI-driven world. She transforms her client's online presence into trusted business outcome that leads to high-dollar opportunities.

With 30+ years in marketing and corporate communications and as an active LinkedIn member since 2008, she brings deep insight into how the platform and its algorithms have evolved and what works now for executives.

Her Triple-E Method framework and book **Elevate, Expand, Engage** show professionals how to elevate their brand, expand their network, and engage authentically.



SIGNATURE TOPICS

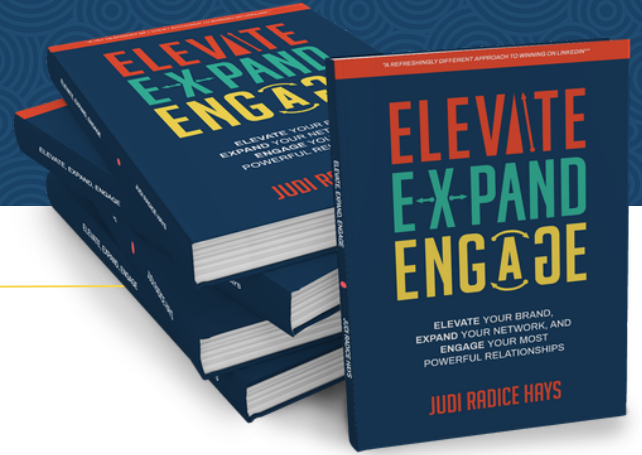
- 1 Elevate, Expand, Engage: Turn Your LinkedIn Presence into a Leadership Asset**
How to use a simple framework to move beyond a basic profile and build real visibility, authority, and opportunity.
- 2 How LinkedIn's AI Decides Who Gets Seen (and Who Doesn't)**
What the new AI-powered LinkedIn "brain" pays attention to, and how to show up more often in feeds, searches, and shortlists.
- 3 Re-Activate Your Network: Turning Existing Connections into New Opportunities**
Why your lowest-friction growth is in the people you already know, and practical ways to reactivate dormant relationships and uncover opportunity.
- 4 Personal Branding on LinkedIn: From Resume to Visible Expert**
How to clarify what you want to be known for, express it on LinkedIn in a compelling way, and attract speaking, board, and business opportunities.
- 5 Trust Signals on LinkedIn: How AI and Humans Decide You Are Credible**
The specific profile, content, and engagement cues that build or erode trust, and how to align them with how AI now surfaces people and posts.

TRUSTED BY



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THE BOOK

Elevate, Expand, Engage

A Refreshingly Different Approach to Winning on LinkedIn

In her latest book, **Elevate, Expand, Engage**, Judi Hays shares a strategic playbook to stop collecting connections and start building relationships.

Using her proven Triple-E Method™, senior leaders learn to build trust, authority, and revenue, without the spam or "salesy" tactics.



WHAT PEOPLE ARE SAYING

"Judi is at the top of professional presenter rankings... Her excitement when presenting key concepts is contagious!"

— Darlene Lee, Strategic Business Development & Capital Advisory Leader

"Judi's LinkedIn value creation session was nothing short of brilliant. Her tips and nuggets of wisdom are truly priceless!"

— Partha Gopalakrishnan, Global Markets GTM Leader & Top 25 Sales/Marketing Leader

"Judi led a powerful LinkedIn workshop for our community. Our members walked away with clear next steps, renewed confidence, and profiles that actually work for them."

— Melissa Campanelli, Co-Founder, Women in Retail Leadership Circle

"Judi's knowledge of the LinkedIn platform is unparalleled... When you layer her passion and energy on top of that expertise, there is no one better."

— Dennis Heppner, Senior Supply Chain Consultant & Practice Lead

LET'S WORK TOGETHER!

Contact Judi to
speak to your
organization or for
podcast interviews
and webinars



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