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Snapshot

The old promise:

“We will publish your book.”

The new promise:

“We will help your book become a platform for measurable authority, real business results, and bigger impact.”

Ben Gioia

Senior Publishing & Thought Leadership Strategist | Author Success Systems | Book-Led Business Growth | Publishing Operations | Human-Centered Influence

Ben Gioia brings a rare combination of publishing production experience, author-success methodology, executive thought-leadership strategy, business-development fluency, human-centered leadership, and scalable systems design.

He has produced major national magazine content, helped launch publications and organizations, built publishing and author-development frameworks, trained leaders globally, advised on culture-change work for a Fortune 100 company, and shepherded more than 42 books into the world for purpose-driven leaders, coaches, consultants, experts, authorities, and small business owners.

And more books are on the way.

Ben Gioia helps expert authors and organizations turn powerful ideas into books, platforms, and scalable author-success ecosystems that create measurable trust, revenue, influence, and impact before and after publication.

That is precisely the mandate of PRH’s SVP, Author Success & Thought Leadership Publishing role: build the author-success infrastructure, proprietary methodology, team culture, revenue model, corporate partnerships, and measurable outcomes engine for a new division with

global potential.

Ben is not simply qualified for this role. he is one of the rare people who already understands, has built, and has tested the kind of author-success ecosystem PRH now wants to scale globally.

He is a publishing-rooted, systems-minded, human-centered author success strategist who has already built much of the methodology, operating philosophy, and real-world proof needed to help Penguin Random House define and scale a new Thought Leadership / Author Success Division.

Ben Gioia is uniquely positioned to help build that future because he has already created the core components: accelerated manuscript architecture, pre-publication revenue strategy, market-validation conversations, author psychology support, publishing and launch systems, book leverage frameworks, enterprise leadership credibility, and human-centered author experience design.

How?

1. Author Success Infrastructure (topic, voice, blueprint, etc.)
2. Revenue-Before-Publication (strategic conversations about the book create business opportunities)
3. Book Writing and Completion (including including 5-week and 12-week models, blueprinting, and editorial frameworks)
4. Publishing and Launch (the vision, the strategy, and operations)
5. Long-Term Revenue and Impact (84+ ways to leverage a book)

So PRH's opportunity is not simply to publish more books.

The opportunity is to build the world's leading author-success ecosystem for executives, founders, consultants, coaches, academics, speakers, and institutional thought leaders — one that helps authors clarify their ideas, complete stronger manuscripts, build platform authority, generate measurable business outcomes, and extend their books into speaking, partnerships, enterprise programs, IP, and long-term influence.

Accordingly, Ben understands that the commercial future of thought leadership publishing is not only in selling more copies. It is in helping the right books become platforms for enterprise relationships, speaking, consulting, training, licensing, partnerships, IP, and measurable influence.

PRH has a unique opportunity to hire Ben because he brings what the role requires before the role has fully existed. He has already built the principles, language, systems, and ongoing proof of a modern author-success ecosystem.

Executive Summary

Ben Gioia

Author Success Architect & Publishing Strategy | Thought Leadership Platforms | Book-Led Revenue | Publishing Operations | Scalable IP Systems

Ben Gioia is an author-success architect, publishing strategist, bestselling author, and founder of Leadership Awake Press, helping leaders, experts, consultants, coaches, speakers, and organizations turn powerful ideas into professionally developed books, thought-leadership platforms, and measurable business outcomes.

Creator of the Influence With A Heart® Method, ROI Right Now™, the Book Launch Playbook™, and the Book Leverage Tree™, Ben has developed a structured author-success ecosystem that helps authors clarify their message, validate market demand, complete high-quality manuscripts, publish strategically, and leverage books into clients, speaking, partnerships, referrals, and long-term impact.

Ben understands that the commercial future of thought leadership publishing is not only in selling more copies. It is in helping the right books become platforms for enterprise relationships, speaking, consulting, training, licensing, partnerships, IP, and measurable influence.

He has written six books, shepherded 41+ books into the world, produced 60+ individual print magazine issues across major titles, and built proprietary author-success methodologies including Influence With A Heart®, ROI Right Now, the Book Launch Playbook™, and the Book Leverage Tree.

His background spans national magazine production, executive communication, Fortune 100 culture-change consulting, Stanford and global leadership training, nonprofit systems, author development, launch strategy, and book-led business growth.

Ben brings the unusual blend of psychology, writing, mindfulness, service, global travel, cross-cultural teaching, and practical business-building. This matters because this role needs someone who can guide high-level authors through creative vulnerability, imposter syndrome, writing blocks,

positioning anxiety, and the “oh no, this book is bigger than I thought” moment.

Executive Leadership Profile

- Founder and owner of Leadership Awake Press
- Creator of Influence With A Heart®
- Author-success architect for 41+ books
- Author of 6 books
- Podcast co-host and co-creator of Business Podcasting Made Easy
- Global speaker/trainer
- Fortune 100 consultant
- Stanford / USANA leadership trainer
- National magazine production background
- Launch, workflow, and systems experience

Ben understands how a book becomes more than a book: a platform, a relationship engine, a revenue driver, a credibility asset, a culture-change tool, and a legacy vehicle. So he helps leaders, change makers and organizations turn powerful ideas into books, platforms, and scalable author-success ecosystems that create measurable trust, revenue, influence, and impact before and after publication.

Author Success, IP, and Methodologies

- Influence With A Heart® (book writing method)

- ROI Right Now™
- The 12 Question Conversation About Your Book™
- Book Ecosystem Masterplan™
- Book Launch Playbook™
- Book Leverage Tree™ (86+ book leverage pathways)
- The Readability Spectrum™
- 3 Month Book Mastery
- 5 Week Drafts
- AI copilot / agent concept for publishing and strategic launch
- Strategic book gifting, bulk sales, workshops, keynotes, corporate training, licensing, and platform expansion

Ben has already built the operating system for what a modern Thought Leadership / Author Success Division needs to become.

Publishing Operations & Production Leadership

- Produced 60+ individual print magazine issues across major titles including AARP The Magazine, Modern Bride, Classic American Homes, Condé Nast Traveler, and Wired.
- Created production processes for start-up magazines with circulations of 4 million and 35 million.
- Configured and administered publishing systems and parallel workflows.
- Managed regional editorial content, versioning, remote proofing, approval processes, and prepress coordination.

- Created databases to traffic artwork, pages, materials, statuses, revisions, and performance.
- Supervised and trained team members.
- Collaborated across editorial, design, prepress, printing, IT, and management stakeholders.

Ben Gioia is a publishing-rooted, systems-minded, business-smart, human-centered author-success strategist who has already built much of the philosophy, methodology, operating structure, and proof PRH needs to bring expert-author publishing into the future.

Launches, Startups & Category Building

- Key contributor to major launch and transformation initiatives, including two national magazine launches with multimillion-copy circulation, a nonprofit health benefits training foundation, and an ALS Association organizational consolidation.

Enterprise / Leadership / Culture Change

- Served as subject-matter expert in mindfulness, empathy, systems thinking, and compassionate communication for a Fortune 100 learning ecosystem designed to support 20,000+ customer experience employees, strengthen EQ and resilience, improve customer loyalty and profitability, and help shift organizational culture through video game learning, 360 video, leader debriefs, situational judgment tools, and summary guides.

Speaking, Training & Public Representation

- Speaking / consulting / launching for Fortune 100, The ALS Association, Condé Nast, ESPN, Hearst, KNBC, KNBY, The Kathy Ireland Network, Stanford, University of Washington, USANA.
- Spoken around the world, onstage and online, to live audiences of 500+.
- Trained 500 leaders in Sydney, Australia for USANA Health Sciences, with Day 1 in English and Day 2 in Chinese via simultaneous translation.
- Stanford training focused on leadership, communication, influence, engagement, empowerment, and inspiring clients/customers to say yes.

The Core

- A philosophy of the book as a business and impact asset
- A “revenue before publication” model
- A structured author-development pathway
- A fast, high-quality book creation methodology
- A strategic publishing and launch system
- A post-publication book leverage ecosystem
- A client experience model built around clarity, momentum, and care
- An AI copilot / agent concept for book publishing and strategic launching
- Real-world client outcomes before and after publication

Penguin Random House does not need another publishing executive who only understands books. For this division, they need someone who understands the full author success ecosystem:

Idea → positioning → market validation → manuscript architecture → author psychology → publishing strategy → launch sequence → book leverage → speaking / consulting / partnerships → measurable business and cultural impact.

That is the future of thought leadership publishing.

And the opportunity to to build the future of author success inside the world's largest publishing company.

Leadership Overview and Executive Bio

Ben Gioia

Senior Publishing & Thought Leadership Strategist | Author Success Systems | Executive Positioning | Book-Led Business Growth | Publishing Operations | Human-Centered Influence

Ben Gioia helps expert authors, leaders, and organizations turn powerful ideas into books, platforms, and measurable opportunities for influence, revenue, culture change, and impact. As founder of Leadership Awake Press and creator of Influence With A Heart®, Ben brings together author development, publishing strategy, executive thought leadership, business growth, ethical influence, and human-centered leadership.

Ben has written six books, shepherded 41+ books into the world (for purpose-driven leaders, coaches, consultants, experts, authorities, and small business owners). He's produced more than 60 individual print magazine issues across major national titles including *AARP The Magazine*, *Modern Bride*, *Classic American Homes*, *Condé Nast Traveler*, and *Wired*. Ben's career spans publishing operations, magazine production, nonprofit communications, global leadership training, Fortune 100 culture-change consulting, podcasting, speaking, author coaching, and book-led business development.

Ben believes the future of thought leadership publishing is not simply about producing more books. It is about helping the right authors turn high-value ideas into trust, action, opportunity, and measurable change. His approach treats the book as a platform asset: a door opener, credibility builder, relationship engine, and source of long-term intellectual property.

Ben's leadership is grounded in practical systems and deep human experience — including long-term meditation practice, hospice volunteering, cross-cultural teaching, and service work in India.

Origin Stories

- Ben has spent his life bringing ideas to life through in digital and print. He began writing at age 12, producing and printing content at 13, and holds a B.A. in Creative Writing and a B.A. in Psychology.

- After facing death in India (four times in 72 hours), 14 years of drug use, and hitting the proverbial "rock bottom", Ben turned it all around and made service his centerpiece.
- The big moment came when Ben was asked to speak at Stanford, promised to bring a book that he hadn't written yet (as gifts for the audience), and got it all done (the writing, producing, printing, and shipping) in six and a half weeks.
- Outcomes: more speaking (Stanford, U. of Washington), as well as two events in Sydney. (The Stanford participants all got a book, then invited Ben to speak at their headquarters in Australia.)
- Before that book was done, however, Ben got the book cover designed and shared it on LinkedIn. As a result, he was asked to help create a mindfulness and empathy video game (and learning ecosystem) for 20,000 employees at a Fortune 100 company,
- That's how and why Ben created The Influence With A Heart® (book writing) Method and Leadership Awake Press.

Ben is uniquely equipped to help Penguin Random House build the world's leading Author Success & Thought Leadership Publishing division because he bridges the full ecosystem PRH now needs to scale: publishing operations, author development, accelerated manuscript architecture, revenue-before-publication strategy, book-led business development, enterprise credibility, public thought leadership, human-centered leadership, and scalable IP.

Ben brings together author development, publishing strategy, executive thought leadership, business growth, ethical influence, and human-centered leadership. Ben has been helping ideas become published, embodied, communicated, scaled, and acted upon for most of his life.

Ben Gioia is a values-aligned, commercially smart, human-centered leader who can represent this division internally and externally.

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HISTORY OF EMPLOYMENT, ROLES, and EXPERIENCE

Leadership Awake Press, New York and Spain, Founder and Publisher

- Profitable, impactful book writing, publishing, and launching

Influence With A Heart With A Heart, San Francisco, CA, President and Creator

- Do more good (and more business) with a high quality book you're proud of

Marketing With A Heart, San Francisco, CA, President and Founder

- Guided conscious entrepreneurs and businesses use the right language and deliver their message the right way, onstage, online, and in person

NONPROFIT / NGO HISTORY

THE ALS ASSOCIATION, San Francisco, CA, Communications Administrator

- Established integrated systems and processes in: production, marketing, development (web and print); patient and family services; and office administration for a healthcare nonprofit that served half of the people in Northern California with ALS
- Key player in facilitating an organizational transition

OPTIONS: A BENEFITS TRAINING FOUNDATION, San Francisco, CA, Office Manager

- Supported a nonprofit start-up with a visually impaired team member. Edited training materials for disability benefits and workforce re-entry programs in five states.

MAGAZINE PRODUCTION HISTORY

WIRED Magazine

- As Advertising Production Manager, optimized and executed production processes

AARP The Magazine (circ. 35 mil.) and *MY GENERATION* (now defunct), New York, NY

- As Production Manager, created production processes for two start-up magazines, each with multiple regional versioning.

Condé Nast Traveler, New York, NY

- As Associate Production Manager, provided scheduling, color management, and workflow between magazine and prepress house.

Hearst's *Classic American Homes* (was *Colonial American Homes* (now defunct)), New York, NY

- As Production Manager, responsible for graphic and editorial production and workflow.

Conde Nast's Modern Bride, New York, NY

- As Production Coordinator, was an integral player in the transition from 4/C film to digital print and production processes.

EDUCATION AND CERTIFICATIONS

- B.A. Creative Writing, Binghamton University, NY
- B.A. Psychology, Binghamton University, NY
- Teaching Business English, Teaching TOEFL, & TESOL Certifications, Global TESOL College, NY
- Spanish ability: intermediate+

Thought Leadership Summary

Building the Future of Author Success and Thought Leadership Publishing at Penguin Random House

A Strategic Perspective

Ben Gioia has built a practical author-success ecosystem that helps expert authors move from idea clarity to market validation, manuscript completion, strategic publishing, platform activation, and measurable book-led business outcomes.

The next evolution of thought leadership publishing will belong to publishers who can help authors create measurable value from their ideas before, during, and after publication — while protecting the quality, humanity, trust, and cultural relevance that make books matter in the first place.

Experts, executives, consultants, academics, entrepreneurs, coaches, speakers, and organizational leaders no longer want only a published book.

They want the book to do something meaningful, successful, and impactful.

And in a world where leadership is sorely lacking, there is a brilliant opportunity to give these change-makers a powerful and impactful launchpad for the ecosystem of their business and impact.

And it all starts with their book:

“What is this person’s big idea, why does it matter now, who needs it, and how could it become a book, platform, keynote, consulting offer, or movement?”

Penguin Random House has the brand, reach, author pipeline, distribution power, and institutional credibility to lead this category globally. The opportunity is to build an author-success infrastructure that extends beyond traditional publishing into market validation, accelerated manuscript

development, author coaching, platform activation, corporate partnerships, data-driven outcomes, AI-enabled support, and long-tail book leverage.

- A traditional publishing executive may understand the machine...
- A great book coach may understand the author...
- A marketing executive may understand the platform...
- A business development leader may understand revenue...
- A human-centered leadership expert may understand influence and transformation...

... but Ben brings credible experience across all five.

Ben Gioia brings the rare combination of publishing operations, author development, business-development strategy, human-centered leadership, and scalable IP creation required for next-generation thought leadership publishing.

He has produced more than 60 print magazine issues across major titles, helped launch multimillion-circulation publications and nonprofit initiatives, advised on Fortune 100 culture-change learning for 20,000+ employees, trained leaders globally, spoken to audiences of 500+, written 6 books, and shepherded 41+ books into the world through Leadership Awake Press and Influence With A Heart®.

Ben's work bridges the full author lifecycle: idea clarity, market validation, manuscript completion, publishing quality, launch architecture, platform activation, and long-term book leverage.

Ben Gioia is uniquely equipped to help Penguin Random House build the world's leading Author Success & Thought Leadership Publishing division because he bridges the full ecosystem PRH now needs to scale: publishing operations, author development, accelerated manuscript architecture, revenue-before-publication strategy, book-led business development, enterprise credibility, public thought leadership, human-centered coaching, and scalable IP.

Ben Gioia is a publishing-rooted, systems-minded, business-smart, human-centered author-success strategist who has already built much of the philosophy, methodology, operating structure, and proof PRH needs to bring expert-author publishing into the future.

Ben understands the category PRH is trying to build — and has a practical blueprint for building it, with principles, language, systems, and proof of a modern author-success ecosystem.

A Practical Blueprint

- proven writing / dictation process
- human-centered author experience model built around clarity, momentum, and care
- revenue-before-publication model that turns book development into business development
- five-part book ecosystem from idea to post-publication leverage
- fast, structured manuscript methodology designed for expert authors
- a simple yet sophisticated publishing and launch sequence
- book leverage framework with 86+ paths for turning books into platforms, IP, speaking, partnerships, and revenue
- high integrity and ethical influence
- A human-centered author experience model built around clarity, momentum, and care
- Expertise in publishing production, leadership development, corporate culture change, nonprofit communications, magazine operations, and strategic marketing

- Practical ways to uses of AI as a way to support authors, streamline workflows, and scale quality without flattening an author's authentic voice

FROM:

Write → edit → publish → promote → unknown

TO:

Clarify the idea → develop the author → validate the market while creating create strategic partnerships → create the book → release and publish → amplify the platform → leverage

This is the model Ben has already been building.

Here's How It Looks: Five Operating Pillars

Pillar 1: Idea & Market Validation

- Before the book is written, help authors in clarifying the audience, problem, desired outcome, market language, strategic partners, and topic. Guide authors in strategic conversations to help the, stop guessing, identify what readers and/or clients care about, and create business-development momentum.

Pillar 2: Author Experience & Scalable Care

- This is where your WOW model should be elevated. Your document says authors need clarity from day one, visible progress, invisible work made visible, protected author energy, marked milestones, and thoughtful surprises that help authors feel seen rather than processed.

Pillar 3: Author Development & Manuscript Architecture

- Help authors write the right book (for the right people) with structure, pacing, accountability, and quality control, focusing on what it takes to get a “top-of-desk” book done fast, well, and right (2 hours a week).

Pillar 4: Publishing & Launch Architecture

- Guide authors publishing, launching, and more with 8-10 proven publishing strategies (from leveraging the cover to to bestseller launch and beyond)

Pillar 5: Book Leverage & Platform Expansion

Beyond book sales, revenue opportunities include, content, podcasts, and corporate bulk sales, lunch-and-learns, workshops, facilitation kits, licensing, keynotes, trainings, courses, assessments, AI agents, apps, and more.

Ben Gioia can help Penguin Random House build the world's leading Thought Leadership / Author Success Division — one where books are not treated only as products, but as platforms for trust, authority, business growth, cultural relevance, and long-term human impact. He brings the rare combination of publishing operations, author development, business-development strategy, human-centered leadership, and scalable IP creation required to help build that future.

He has already built much of this model through Leadership Awake Press, Influence With A Heart®, ROI Right Now™, the Book Launch Playbook™, and the Book Leverage Tree™ — while bringing decades of experience across magazine production, publishing workflows, nonprofit communications, Fortune 100 culture-change learning, global leadership training, and author/business development.

Selected Testimonials

"I've been asked to be a guest lecturer at Harvard... before my book is done!"

— Anna Devere, TV Producer and Radio Host

"I got a 5-figure coaching gig, thanks to my unfinished book!"

— Johnathan Johannes, THE EXCEPTION CODE

"Now, I'm talking at Google and they're gonna pay me!"

— Annemarie Shrouder, BEING BROWN IN A BLACK & WHITE WORLD

“I am fortunate to have gained a 6-FIGURE CLIENT, before my book was done.”

— G. M., CEO

“I’m receiving a 5-figure fee for one workshop! We leveraged my unfinished book!”

— Monica J. Jenkins, THE COST OF CLUTTER

Plus 90 or so more testimonials [here on LinkedIn](#).