

Jo Madnani

AUTHOR | MARKETING &
BRANDING EXECUTIVE

MEDIA KIT

AUTHOR BIO



Jo Madnani is an author and a seasoned marketing leader. In 2026, she spoke on the TEDx Princeton stage to share her framework for identity integration. For over 20 years, her career has centered on a single conviction: we are most effective when we embrace our "And."

Jo is known for her entrepreneurial spirit, creative edge, and multidisciplinary approach. Her [campaigns](#) have garnered accolades from The American Advertising Federation. She has contributed to fashion and lifestyle publications in both India and the U.S., including *Mid-Day*, *The Times of India*, and [The Miami Herald](#).

Originally from India, Jo launched her U.S. chapter in Fort Lauderdale in the early 2000s, later settling in the Northeast in 2012. This cross-continental journey, combined with her expertise in brand building and storytelling, led her to examine the layered realities of how race, gender, and identity intertwine.

Drawing from both her professional and personal experience, Jo channels these insights into her debut work, *The Immigrant Journey*, and its companion journal, *The Immigrant Lens*—a collective exploration of intersectionality, self-discovery, and personal transformation.

Jo ties the book and journal to the branding world by fusing her eastern roots and western sensibilities. This unique perspective brings fresh insight to both brand strategy and personal transformation.

For Jo's branding and consulting work see www.theideaisin.com

For more information about the book and the journal, visit www.authorjo.com

SPEAKER SHEET



Conference Speaker:

- TEDx Princeton February 2026 | [Watch the talk](#)
- Pharma CX Summit: 2X in 2025, [Watch here](#)
- BioPharma eMarketing Summit, 2025
- Fast Company Innovation Festival, 2023

Podcast Guest:

- [Rules To Thrive](#), 2025
- [The Leadership Heart Podcast](#) 2025
- [IWilliam](#): The Future of Digital Marketing 2025
- [American Dream](#) 2024

KEY LINKS & SPEAKING TOPICS

- Websites: authorjo.com | Consulting: theideaisin.com
- Instagram: [@the_immigrant_lens](https://www.instagram.com/the_immigrant_lens)
- LinkedIn: [linkedin.com/in/jomadnani](https://www.linkedin.com/in/jomadnani)
- Email: hello@authorjo.com

SPEAKING TOPICS

- **From Split Heart to Whole Heart: Embracing Your 'And'**
Jo explores how navigating between cultures, identities, and life stages isn't about choosing—it's about integration. Drawing from her lived experience, she shows audiences how to transform complexity into competitive advantage and use it as a superpower.
- **Insight to Impact: A Framework for Personal & Professional Transformation.** This is the methodology Jo's used for 20+ years in marketing, now applied to identity work. Learn how to move from recognition to integration to measurable change in your life and career.
- **The Intersection as Innovation:** How Diversity of Thought Drives Results. For corporate audiences: How embracing intersectionality—in teams, in leadership, in strategy—creates breakthrough thinking and better outcomes.

Ideal for: Corporate events, Brand & Inclusivity initiatives, Women's leadership conferences, Immigrant/multicultural professional groups, Book clubs, Podcasts and Fusion Lifestyle Beats (Health, Fashion, Culture) etc.

Why I created this experience

What if your split heart is actually your superpower?

That question emerged from my Morning Pages practice, thanks to Julia Cameron's *The Artist's Way*. Every morning, I'd write three pages of unfiltered thoughts. And themes kept surfacing: belonging, identity, this sense of navigating between worlds.

But what surprised me wasn't the struggle—it was the gift. The way holding multiple perspectives taught me to translate, to bridge, to see connections others missed. The space between cultures wasn't emptiness. It was a canvas.

These themes then became lyrical micro-narratives exploring the delicate intersections of family, tradition, cultural expectation, and first-generation immigrant life. I submitted them to literary journals. They were rejected.

Here's what I learned: rejection is redirection.

Those rejections taught me that we needed a language for the split-heart reality. So *The Immigrant Journey* came alive in verse and I extended the canvas to the readers to explore their own story through *The Immigrant Lens*. I founded Intersections Press because work that lives at intersections shouldn't have to wait for traditional gatekeepers to catch up. This two-part experience is my way of saying: the space between isn't a problem to solve. It's your canvas. Your lens. Your strength.

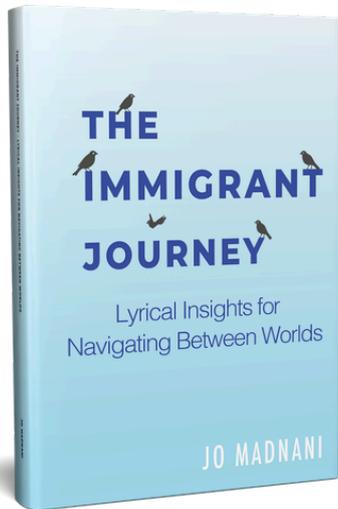
The book's nine themes move through displacement—from leaving to rebuilding. You may find yourself in multiple themes at once. That's the nature of living between worlds. Certain reflections will strike you harder than others. The book gives you space to pause and remember. The journal gives you space to turn the lens inward and write your own story.

This isn't just for immigrants. It's for anyone between chapters of life or versions of themselves.

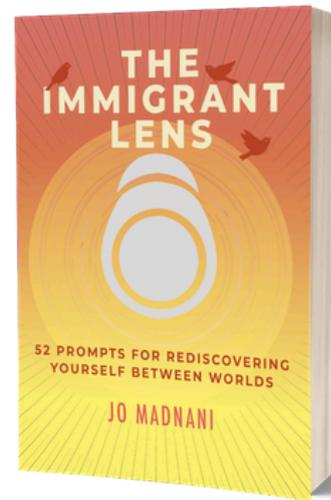
The question isn't whether you belong. It's how confidently you'll show up.

With light,
Jo

THE WHOLE EXPERIENCE*



The Immigrant Journey illuminates the terrain. Its companion journal *The Immigrant Lens* helps you navigate your own path.



The journal is your space to embrace your intersectionality and write the story whole-heartedly.

WHO IT'S FOR

- An immigrant or a child of immigrants who knows there's more to your story
- A professional who wants to bring your whole, complex self to work as a strength
- A Practitioner (coach or therapist) supporting others through identity integration
- Someone who is in transition navigating a move, a life stage or a change

**Sold Separately. The book is available in all formats. The journal is available in paperback on Amazon + select stores and at www.authorjo.com*

Follow the journey.



hello@authorjo.com

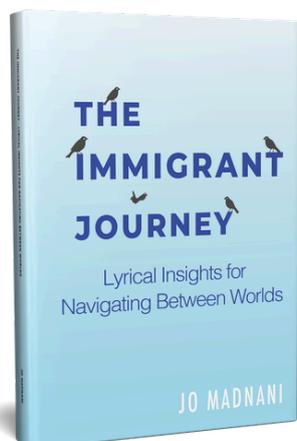


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BOOK INFORMATION



TITLE

The Immigrant Journey:
Lyrical Insights for Navigating Between Worlds

AUTHOR

Jo Madnani

GENRE

Personal Growth, Memoir, Cultural Identity, Self-Discovery

FORMAT

Paperback/Ebook/Audiobook

PAGE COUNT

108

ISBN

Paperback: 979-8-9991741-0-9

Ebook: 979-8-9991741-1-6

Audiobook: 979-8-9991741-3-0

PUBLISHER

Intersections Press

AMAZON LINKS

Paperback: <https://a.co/d/03aaMWIZ>

Kindle: <https://a.co/d/0jjeibw4>

Audible: <https://a.co/d/06mxPPN4>



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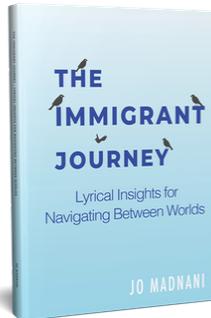


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BOOK SYNOPSIS



Learn to transform complexity into strength.

Immigrants bear an invisible grief—of lives left behind, scattered memories, and the absence of familial support. For many, this loss manifests as a profound sense of isolation, suspended between two worlds that neither fully embrace nor reflect them.

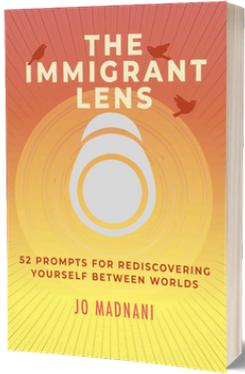
But what if belonging didn't require shrinking or stretching the self to fit? What if there was a middle path—one that honors complexity without compromise? In *The Immigrant Journey*, author Jo Madnani explores this question through a luminous collection of lyrical micro-narratives. Inviting readers to walk alongside her, she navigates the delicate intersections of family, tradition, and cultural expectation with the lived realities of first-generation immigrant life.

Through themes of identity, friendship, love, and intergenerational tension, Jo's honest reflections illuminate the nuanced terrain of transition and belonging. Each vignette becomes a mirror, guiding readers toward clarity, courage, and the power of authentic selfhood.

Both a celebration and a reclamation, *The Immigrant Journey* is a spirited manifesto—an invitation to redefine identity on your own terms, and embrace the richness of intersectionality as a source of strength.

Pair *The Immigrant Journey* with *The Immigrant Lens*, the companion journal where you'll explore your own story through guided reflection and transformative prompts.

JOURNAL INFORMATION

**TITLE**

The Immigrant Lens: A Companion Journal for Cultural Belonging and Inner Strength

AUTHOR

Jo Madnani

GENRE

Personal Growth, Guided Journal, Self-Discovery, Cultural Identity

FORMAT

52 layered prompts with graphics

PAGE COUNT

115

ISBN

9798999174123

PUBLISHER

Intersections Press

AMAZON LINK

<https://a.co/d/0ckTQINn>



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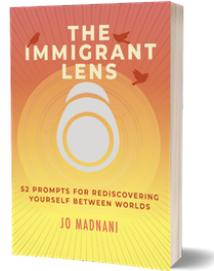


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JOURNAL SYNOPSIS



A Companion Journal for Cultural Belonging and Inner Strength

What if the space between cultures and transitions wasn't loss, but a canvas for rediscovering your authentic self? Transform the ache of displacement into a source of strength with *The Immigrant Lens*, a journaling experience that speaks directly to the “split heart” reality of living between two worlds.

With *The Immigrant Lens*, readers will navigate the rich complexities of cultural identity, belonging, and personal transformation. The journal invites readers to explore the layered dimensions of self—examining how identity, culture, and evolving roles intersect in a rapidly changing world.

Featuring a dynamic layout and 52 thoughtfully crafted prompts, *The Immigrant Lens* guides users through a wide spectrum of themes that foster self-discovery and emotional resilience, including:

- Gratitude—to appreciate the path thus far and embrace growth
- Shifting from surviving to thriving
- Valuing one's own voice
- Reframing rejection and belonging challenges
- Intersectionality—honoring all the parts of oneself

More than a journaling tool, *The Immigrant Lens* empowers readers to embrace an expansive mindset—integrating diverse aspects of themselves while releasing outdated narratives.

Created by author Jo Madnani, this one-of-a-kind journaling experience transcends the typical self-help format. It offers a quiet refuge—a place to cultivate clarity, renew inner strength, and return to the self.

Pair *The Immigrant Lens* with *The Immigrant Journey* for the complete experience of Jo's lyrical storytelling combined with this journal's healing practice.

ENDORSEMENTS

"Reads like someone warmly inviting you into their inner world... It reminds me of sitting down with a friend who knows the struggles and joys of cultural transition."

— Reader's Favorite ★★★★★

Full Review by Makeda Cummings, Reader's Favorite:

In *The Immigrant Journey: Lyrical Insights for Navigating Between Worlds*, Jo Madnani offers a deeply personal window into life between cultures. Through short poems, little stories, and snapshots of experience, the book captures what it's like to move from India to America and deal with all the emotional, cultural, and practical challenges along the way. It explores questions of identity, grief, and belonging, showing how the ongoing need to reinvent ourselves teaches us about who we are at our core. Madnani also points out the everyday pressures we face—stereotypes, being left out, or feeling like a token—and offers practical ways to stay true to yourself while dealing with them.

At the center of the book is the idea of radical self-companionship: being present for yourself, weaving together all aspects of who you are, and finding a place for creativity and growth. The result is a book that helps you move toward confidence, self-acceptance, and a real feeling of belonging.

The Immigrant Journey: Lyrical Insights for Navigating Between Worlds reads like someone warmly inviting you into their inner world. Jo Madnani writes plainly but with feeling, combining gentle motivation with brief, reflective poems. The way the book is laid out gives the reader room to pause, absorb what's being said, and reflect.

The narrative shifts between cultural and personal landscapes, showing the complexity and nuance of living in liminality. Themes of embracing layered identities, turning grief into growth, and choosing your own path come through clearly, but without feeling preachy. It reminds me of sitting down with a friend who knows the struggles and joys of cultural transition, someone who both validates your experience and encourages thoughtful action. People experiencing change, loss, or self-discovery will find it particularly resonant.



ENDORSEMENTS

Foreword by Jonathan Jordan, Multicultural Executive Coach and Licensed Psychotherapist. His feedback on the book and the journal says:

The Immigrant Journey validates and empowers people living in-between cultures, identities, and even expectations. It gives you space to grieve, to reclaim, and ultimately to rebuild your true self.”

“What you’ve created is more than a journal; it’s a companion for people navigating layered identities and complex emotional landscapes. ***The Immigrant Lens*** helped me see that fitting in and standing out aren’t opposites—they’re both reactions to the same longing for belonging. I realized I’ve spent a lot of time swinging between those extremes instead of finding a way to just be.”



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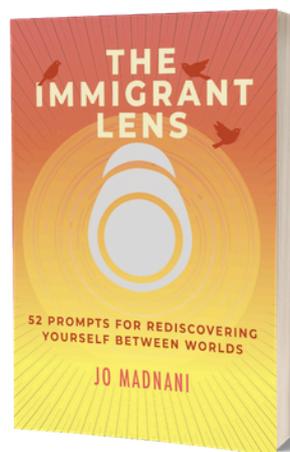
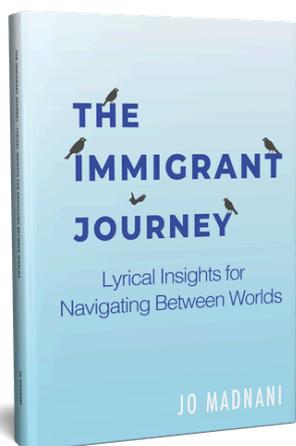


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SOCIAL MEDIA COPY



INSTAGRAM

1. NEW BOOK RELEASE 📖

What if your split heart is actually your superpower?

📖 The Immigrant Journey + The Immigrant Lens is a two-part experience for anyone navigating between worlds.

📖 The book: Lyrical micro-narratives about insights from the in-between.

📖 The journal: 52 prompts to explore your own story, embracing your "and"

#TheImmigrantJourney #TheImmigrantLens #EmbraceYourAnd

2. "Reads like someone warmly inviting you into their inner world." ★★★★★ —
Reader's Favorite Review The Immigrant Journey is a collection of lyrical reflections on navigating identity, belonging, and the courage to show up whole.

Pair it with The Immigrant Lens journal for the complete transformational experience.

Learn more: authorjo.com #FirstGenStories #CulturalIdentity #Intersectionality



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FACEBOOK

What if belonging didn't require shrinking yourself to fit? What if there was a middle path—one that honors ALL parts of you?

The Immigrant Journey, a book of lyrical insights and The Immigrant Lens its companion journal with 52 reflection prompts offer exactly that.

This two-part experience is for:

- ✦ First-gen immigrants
- ✦ Anyone in between chapters or in transition
- ✦ Multicultural professionals
- ✦ For coaches and therapists who help others with identity work

"Deeply personal, warmly inviting, and genuinely transformative." —Reader's Favorite ★★★★★

Learn more: authorjo.com

#TheImmigrantJourney #TheImmigrantLens #EmbraceYourAnd

LINKEDIN

"It reminds me of sitting down with a friend who knows the struggles and joys of cultural transition." —Reader's Favorite (5-star review)

The Immigrant Journey + The Immigrant Lens: a one-of-a-kind book/journal pairing that helps you embrace your "and" instead of choosing either/or.

For anyone navigating between cultures, career stages, or versions of themselves.

Learn more at authorjo.com #EmbraceYourAnd #CulturalIntelligence #AuthenticLeadership



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FACEBOOK & LINKEDIN

NEW BOOK RELEASE! A hands-on two-part experience from award-winning Marketing Leader @Jo Madnani about boldly owning the space between worlds and embracing your "and."

Published by Intersections Press. Learn more: authorjo.com

The Immigrant Journey is a collection of lyrical insights from carrying multiple identities. First, you see yourself in Jo's story. Then, you write your own. The book shows the terrain. The journal helps you walk it.

#innovation #intersections #embraceyourand

"Choose your culture" is terrible advice. The contradiction isn't the problem. Trying to resolve it is. When you force yourself to choose—American OR Indian, professional OR cultural, ambitious OR family-oriented—you lose:

- Discernment (reading context and calibrating)
- Translation skills (bridging worlds others can't see)
- Nuanced thinking (holding complexity without clear answers)
- Strategic authenticity (knowing when to open up vs. protect energy)

What works instead?

Embrace your "and." Not either/or. Not choosing. Not performing. Integration. That's the framework I explore in THE IMMIGRANT JOURNEY + THE IMMIGRANT LENS.

INSIGHT → Recognize what you're navigating

IN-BETWEEN → Sit in the space without fixing

INTEGRATION → Bring all of you forward

RESET → Reorient around complexity as strength

IMPACT → Embody belonging instead of performing it

Your American self isn't more "real" than your cultural self. They're facets. You're the whole jewel.

Learn more: authorjo.com

#EmbraceYourAnd #CulturalIntelligence #Leadership



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