



## **AANHPI Heritage Month Speaker Recommendation**

### **For Corporate ERGs**

Dear ERG Leaders,

As you plan your AANHPI Heritage Month programming, Book an Author is here to support you in creating meaningful and engaging experiences for your teams. We've curated a powerful lineup of AAPI speakers—authors, educators, entrepreneurs, and creatives—who bring diverse stories and perspectives to the forefront.

Whether you're seeking keynote speakers, panelists, or workshop facilitators, our recommendations are designed to inspire dialogue, foster inclusion, and celebrate the richness of AANHPI cultures.

Let us help you bring these important voices to your organization this May and beyond.

Warm regards,

Serena Li  
Co-founder, Book an Author  
[founders@bookanauthor.com](mailto:founders@bookanauthor.com)

### **How to Use this Recommendation Guide**

We understand your day is busy, and we are here to help!  
There are two easy ways to book speakers through Book an Author.

#### **Option 1: Let us book for you**

- Email [founders@bookanauthor.com](mailto:founders@bookanauthor.com) and we will provide concierge booking service at no charge.

#### **Option 2: DIY**

- [Create a free institution / organization profile](#) on Book an Author
- Visit the [Book an Author Marketplace](#)
- Type “AAPI” or “Speaker” as key terms into the search bar
- Check out the speaker’s availability and prior experiences, send inquiries, negotiate pricing and book directly in your personalized dashboard!



Speaker: Karen Jaw-Madson  
Organization: Co.-Design of Work Experience  
Book an Author Link: [LINK](#)  
Price: \$3,000

Karen Jaw-Madson delivers high-impact, “a-ha” moments that serve as the catalyst for change. She’s known as a dynamic communicator who quickly connects with her audience. Topics range across various aspects of **leadership and culture at the individual, team, and organizational scales**, proving her versatility. Organizations benefit from the wisdom she’s gained from her extensive experience as a corporate executive, management consultant, coach, published author, and educator.

Speaker: Tam R. Luc  
Organization: Women with Vision International  
Book an Author Link: [LINK](#)  
Price: \$2,700

Tam R. Luc is the founder of Delucslife Media, where she empowers authors and entrepreneurs to publish their work and craft effective marketing strategies for business success. As an international speaker, Tam specializes in **leadership, confidence, and helping individuals master their core message to elevate their brand and increase business growth**. With her expert guidance, you’ll learn how to refine your message, publish your book, and create a marketing strategy that resonates with your audience.





Speaker: Jossy Lee  
Organization: Mommy Goes To Work®  
Book an Author Link: [LINK](#)  
Price: \$2,500

A belonging event for your team - We typically work with DEI team, women ERG, parent affinity groups to co-create the experience for your team. The themes include **human-centered product innovation, easing mom guilt & separation anxiety and work-life fulfillment.** Based on our experience, a 60-minute virtual or in-person event that starts with an inspirational talk, followed by a fireside chat and a Q&A session, and concludes with a book giveaway, tends to generate the highest engagement. We can also support special events, such as Bring Your Child to Work Day!

Speaker: Serena Li  
Organization: Book an Author, Duck Duck Media  
Book an Author Link: [LINK](#)  
Price: \$1,500

Serena Li is an experienced speaker who engages corporate Employee Resource Group (ERG) audiences on topics of **mental health, entrepreneurship, and motherhood.** As a founder and executive leader, she brings firsthand insight into the challenges of **balancing career ambitions with personal well-being and family life.** Having led DEI initiatives as the AAPI ERG Founder and National Lead at EssenceMediacom, Serena is passionate about fostering inclusive conversations that empower professionals to navigate workplace dynamics, mental health resilience, and the realities of entrepreneurship. Her talks inspire and equip audiences with actionable strategies for thriving in both their careers and personal journeys.





Speaker: Sheena Yap  
Organization: The Tao of Self-Confidence  
Book an Author Link: [LINK](#)  
Price: \$800

Join Sheena Yap Chan, Wall Street Journal bestselling author of *The Tao of Self-Confidence* and the upcoming *Bridging the Confidence Gap: How Empowered Women Change the World* (May 2025), for an inspiring and transformative discussion on **confidence and leadership**. Sheena is a renowned keynote speaker, podcast host, and advocate for **women's empowerment**, dedicated to helping women **break past self-doubt and own their full potential**.

In this engaging session, Sheena will share powerful insights on how confidence isn't just a mindset—it's the foundation for career success, leadership growth, and lasting impact. Learn how to overcome the confidence gap, silence self-limiting beliefs, and step into your power to lead with purpose and influence. Whether you're looking to elevate your leadership, advance in your career, or simply build stronger self-belief, this talk will equip you with the tools and motivation to take action.

Speaker: Chef Maricel Gentile  
Organization: Maricel's Kitchen  
Book an Author Link: [LINK](#)  
Price: \$650

Chef Maricel Gentile—seen on Food Network, Hulu, PBS, and major food expos—is a Filipina chef and culinary educator who uses storytelling to make Filipino and Asian cooking approachable, easy, and fun. Through virtual cooking experiences and inspirational talks, Maricel shares her journey from her Lola's kitchen in Manila to the world stage, helping home cooks embrace bold flavors and cook with confidence. Learn authentic, delicious recipes, gain cultural insights, and bring the warmth of Filipino and Asian cuisine into your home.







Speaker: Lucy Liu  
Organization: The Lucy Liu Show  
Book an Author Link: [LINK](#)  
Price: \$500

Lucy Liu is a master life coach helping women uplevel in business and life to confidently live an epic life! She is an **unshakable optimist, wife, mom, entrepreneur, workshop facilitator, motivational speaker, best selling author and podcast host of The Lucy Liu Show.**

Growing up with the same name as a celebrity was more than just an interesting coincidence—it became a significant challenge for Lucy Liu. Her confidence was shattered in those early years, as she constantly felt overshadowed and underestimated. However, through over a decade of personal development, Lucy completely transformed her life and took what once felt like a hindrance and turned it into her greatest asset.

Speaker: Katrina Liu  
Organization: Lychee Press  
Book an Author Link: [LINK](#)  
Price: \$600

Katrina Liu is an American-born Chinese/Taiwanese mom and indie author living in San Francisco. Her mission is to add more Asian representation into the world of children's books and normalize Asian characters in everyday stories. She's also passionate about dual-language learning and has published several bilingual books in Chinese and English for non-native speakers. She has written over 25 books. Custom presentation available in any of these topics: how I became an author, the book writing and publishing process, how my books are manufactured and made, Self-publishing 101 for teachers, parents and faculty.





Speaker: Tracy Guan

Organization: Tangerine and Jade Press

Book an Author Link: [LINK](#)

Price: \$350

Tracy is a passionate educator, dedicated mom, and the creative mind behind a series of beloved children's books focused on diversity and inclusion. Whether she's engaging students virtually or in a lively classroom, Tracy brings her vibrant stories to life, sparking curiosity and wonder in audiences of all ages. Her dynamic and heartfelt storytelling has earned her features on The Kelly Clarkson Show, Yahoo, and Market Watch.

Speaker: Toé Karasawa

Organization: Toé Karasawa

Book an Author Link: [LINK](#)

Price: \$200

My typical visit includes 15 to 20 minutes for greetings and book reading, followed by 10 minutes for a debrief with students and farewells. Considering my book's target age group, I keep it short and engaging. During the reading, students are never bored because my book is interactive—they can shake and touch the book to help the character.

Some organizations have invited me to speak during their story-writing curriculum or writer's workshops, where I share insights on how I developed the book from scratch.





Speaker: Anjali Jariwala

Organization: Why We Eat With Our Hands

Book an Author Link: [LINK](#)

Price: \$147

Anjali Jariwala is a passionate storyteller dedicated to celebrating and sharing South Asian culture through literature. As the author of *Why We Eat With Our Hands*, she explores the deep-rooted traditions and the magic our hands hold in shaping our connection to food, family, and cultural heritage. She has been featured on the NYT, CNBC, Bloomberg and Investment News' Top 40 Under 40.

As a Certified Financial Planner (CFP), CPA, and founder of FIT Advisors, Anjali also specializes in tax-efficient financial planning, investment management, and business growth strategies tailored for high-achieving business professionals.

Speaker: Ariel Chang

Organization: Ariel Chang Publishing

Book an Author Link: [LINK](#)

Price: \$150

Ariel has been doing read-aloud sessions in schools, museums, book fairs, and libraries. Having a background studying philosophy for children, Ariel uses a lot of questions to stimulate imagination and critical thinking while interacting with the little ones. In addition, she plays games to encourage them to learn and explore. Booking her for an author-visit event will bring a memorable experience for your young readers!





Speaker: Lacey Benard

Organization: Bitty Bao

Book an Author Link: [LINK](#)

Price: \$350

When two determined and passionate educators became moms of young children and found themselves empty handed while searching for bilingual books and resources to support their own children in feeling connected to their culture and language...they set out to create their own. What began as a passion project for their own children quickly blossomed into the business it is today, as many other families

shared similar goals as well as challenges in raising bilingual children. Since Bitty Bao was founded in 2020, over 120,000 Chinese bilingual books across 15 titles have been sold to bookstores, libraries, and families worldwide. Lacey and Lulu have learned everything from designing products, finding manufacturers, publishing, marketing, shipping, accounting, and a million other elements to make their mighty small business go!