
MEDIA KIT | 2026

Dr. Renée Baker

Ideas with substance.

Educator, executive, entrepreneur, author, and speaker examining how AI, media, money, and institutional systems shape trust, persuasion, and consequential decision-making.

MEDIA AND INTERVIEW REQUESTS

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COURTESY OF DR. RENÉE BAKER



APPROVED BIOGRAPHY

A credible voice across the classroom, boardroom, and public conversation.

SHORT BIO | APPROXIMATELY 50 WORDS

Dr. Renée Baker is a University of South Florida faculty member, former financial-services chief marketing officer, founder of The RBI Group, author, and TEDx speaker. Her work examines how AI, media, money, and institutional systems shape trust, persuasion, and consequential decision-making.

FULL BIO | APPROXIMATELY 125 WORDS

Renée Baker, DBA, is a Visiting Assistant Professor of Instruction in the Zimmerman School of Advertising & Mass Communications at the University of South Florida. A former financial-services chief marketing officer and executive leader, she brings extensive experience in marketing, communication, advisor engagement, and organizational strategy to her teaching, research, and public commentary. She is the founder and CEO of The RBI Group, an advisory firm serving financial-services organizations and leaders. Dr. Baker's work focuses on artificial intelligence and emerging media, algorithmic trust, persuasion, strategic communication in regulated industries, financial decision-making, and economic agency. She is the author of *Abundance Unleashed*, a TEDx speaker, and an experienced contributor to broadcast, podcast, conference, executive-education, and academic conversations.

QUICK FACTS

- Visiting Assistant Professor of Instruction at the University of South Florida
- Former financial-services chief marketing officer and executive leader
- Founder and CEO of The RBI Group
- Author of *Abundance Unleashed*
- TEDx speaker and experienced media commentator
- DBA, Wilmington University | MBA, Penn State | BS, Rutgers University

CURRENT TOPICS

Interview angles with a clear point of view.

01 AI, media, and persuasion

How AI systems increasingly shape what people see, trust, believe, and decide before a message reaches them.

02 Algorithmic trust and human oversight

What responsible AI adoption requires when organizations cannot outsource judgment, accountability, or credibility.

03 Financial-services communication

How regulated organizations can communicate with clarity, relevance, and confidence while navigating compliance and institutional risk.

04 The future of work and education

How educators and employers can prepare people for technology-shaped workplaces without narrowing what they can become.

05 Money, wealth, and economic agency

How access, confidence, systems, and communication shape financial decision-making and economic mobility.

PRESS ASSETS

Approved photographs and verification.



EXECUTIVE PORTRAIT



PROFESSIONAL PORTRAIT



SPEAKING PHOTOGRAPH

SELECTED PROOF

TEDXEUSTIS

What We Get Wrong About the Racial Wealth Gap

ted.com/talks/renee_baker_what_we_get_wrong_about_the_racial_wealth_gap

SPEAKING REEL

Dr. Renée Baker in motion

drreeneebaker.com/engagement

INDEPENDENT VERIFICATION University of South Florida Experts Guide

cloud.usf.edu/ucm/experts/expert/renee-baker

MEDIA AND INTERVIEW REQUESTS

Deadlines do not wait.

Send the outlet, topic, format, deadline, and preferred interview window.

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