AS QUOTED IN

"Confidence doesn't come from the absence of fear — it's what you build by stepping into discomfort and trusting your voice. **Discomfort is a form of self-growth.** It signals progress, pushes us mentally, and **unlocks the courage to take bold risks and break through barriers."**

FAST COMPANY

— **ANGELI GIANCHANDANI** *on leadership mindset and personal transformation*

"AI influencers offer control, consistency, and speed — **but brands must balance automation with authenticity.** They're available 24/7 across platforms and geographies, without travel costs or talent fees. **But if there's no soul in the strategy, customers will scroll past."**

The Washington Post

— **ANGELI GIANCHANDANI** *on the rise of virtual influencers*

"Everything is fragile — supply chains, crops, labor. It's the perfect storm. Retailers have learned to pivot early. **Black Friday became Black November, which is now Black October."**

USA TODAY

— **ANGELI GIANCHANDANI** *on seasonal retail shifts and supply chain volatility*

"YouTube is the world's living archive of culture. **In an era of infinite content, culture is the only algorithm that matters.** Brands that participate in culture—not just broadcast—earn attention, relevance, and long-term loyalty."

Forbes

— **ANGELI GIANCHANDANI** *on brand strategy in the age of YouTube*

"Ignoring high-spending consumer segments—especially Black, Hispanic, and Asian American audiences—isn't just an oversight, **it's bad business**. **Exclusion leads to lower engagement**, weaker brand favorability, and reduced purchase intent."

ADWEEK

— **ANGELI GIANCHANDANI** *on the rise of virtual influencers*