

Elizabeth Gearhart, Ph.D.

Speaker | AI Marketing Strategist | Podcast Expert

Professional Bio

Elizabeth Gearhart, Ph.D. is the Chief Marketing Officer of Gearhart Law and Founder of Gear Media Studios, a full-service content creation space specializing in podcast and video production.

With a Ph.D. in Analytical Chemistry from the University of Colorado Boulder and extensive experience in intellectual property marketing, Elizabeth bridges the gap between technical expertise and strategic communication. She helps podcasters and businesses leverage AI for discoverability, teaching them how to optimize content for answer engines like ChatGPT, Perplexity, and Google AI.

Elizabeth co-hosts **Passage to Profit**, interviewing entrepreneurs and innovators about their journey to success, and leads **Real AI Use Cases Business Owners Round Table**, where business owners share practical AI applications. She also co-hosts the monthly **Podcast and YouTube Creators Community** meetup, fostering collaboration among content creators.

As a featured speaker at **Podfest Expo 2026**, Elizabeth shares cutting-edge strategies for podcast marketing and AI optimization, helping content creators get found by the next generation of search technology.

Key Credentials

Current Roles

- Chief Marketing Officer, Gearhart Law
- Founder, Gear Media Studios
- Co-Host, Passage to Profit Show

- Host, Real AI Use Cases Business Owners Round Table
- Co-Host, Podcast and YouTube Creators Community Meetup

Education

- Ph.D. in Analytical Chemistry, University of Colorado Boulder
- Corporate Experience: Dow Chemical

Expertise Areas

- AI Marketing & Answer Engine Optimization
- Podcast Marketing Strategy
- Media Production & Content Creation
- Career Transformation & Leadership

Location

- New Jersey / New York Metro Area
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Speaking Topics

1. AI Marketing & Discoverability

How to optimize your content for AI-powered answer engines. Strategies for being cited by ChatGPT, Perplexity, and Google AI when users ask questions in your domain. Learn practical techniques for structuring content, building authority, and ensuring your expertise surfaces in AI-generated responses.

2. Podcast Marketing Strategy

From production to promotion: building a podcast that attracts listeners, sponsors, and media attention. Practical workflows for busy entrepreneurs, including content planning, guest outreach, distribution strategies, and monetization approaches that work in today's competitive podcast landscape.

3. From Scientist to CMO

A personal journey of career transformation from Ph.D. chemist at Dow Chemical to Chief Marketing Officer and media entrepreneur. Lessons on adaptability, lifelong

learning, leveraging technical expertise in business roles, and finding your true passion through unconventional career paths.

Media & Podcast Appearances

Passage to Profit Show - Co-Host, Weekly Podcast

Interviewing entrepreneurs, innovators, and business leaders about their journey to success.

Real AI Use Cases Business Owners Round Table - Host, YouTube Series

Practical discussions with business owners on how they're using AI to drive growth and efficiency.

Podfest Expo 2026 - Featured Speaker

Speaking on AI optimization strategies for podcast discoverability and answer engine marketing.

Why Book Elizabeth?

- ✓ **Unique Perspective:** Combines scientific rigor with creative marketing expertise
 - ✓ **Proven Track Record:** Successfully leads marketing for intellectual property firm and media studio
 - ✓ **Engaging Presenter:** Active podcast host with hundreds of interviews and conversations
 - ✓ **Practical Insights:** Shares actionable strategies, not just theory
 - ✓ **Timely Topics:** Focuses on emerging AI technologies and their business applications
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Contact Information

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Location: New Jersey / New York Metro Area

Response Time: Within 24-48 hours for speaking inquiries

Available For

- Conference Keynotes
- Panel Discussions
- Workshop Facilitation
- Podcast Guest Appearances
- Webinar Presentations
- Corporate Training Sessions

For booking inquiries, media kit downloads, and additional information, contact elizabeth@gearhartlaw.com