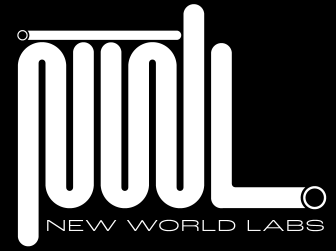


JILLIAN O'MALIOR

Founder & CEO, New World Labs

jillian@newworldlabs.co • newworldlabs.co



ABOUT

Jillian O'Malior is the Founder & CEO of New World Labs – a consultancy at the intersection of narrative, culture, and labor. With 15+ years building talent brands and culture strategies for agencies and organizations, she now architects the systems that allow leaders and companies to navigate the restructuring of work. She speaks on corporate accountability, labor reform, and the future of leadership. She also publishes The Dispatch – a bi-monthly intelligence briefing on the workforce transition.

"The transition is inevitable. Your strategy is optional."

REACH & AUDIENCE

5,700+

LinkedIn Followers

HR leaders, executives & decision makers

9,200+

TikTok Followers

Workforce professionals & emerging leaders

4 MILLION +

Organic Impressions

Generated through original content

FEATURED IN

PODCASTS

Workfluencer
Chad & Cheese
Ghosted by the Machine

SPEAKING ENGAGEMENTS

SRSC
TA Week
Employer Brand Stars
PeopleMatters
Hiring Innovations

PUBLICATIONS

BambooHR
The Giving Edge
Nursing World

SIGNATURE TOPICS

- Death of the Optimized Story
- Narrative Creation in M&A
- The Fair Social Contract
- The Synthetic Culture Crisis

JILLIAN O'MALIOR

Full Biography & Topic Descriptions



FULL BIOGRAPHY

Jillian O'Malior is the Founder & CEO of New World Labs, a consultancy architecting the brands, cultures, and policies required for today's workforce.

After 15 years building creative engines for agencies and organizations – and navigating the AI-driven displacement economy firsthand – she founded New World Labs to address what she kept seeing: a widening gap between what organizations say about their culture and what their employees are actually experiencing, and a corporate establishment treating that gap as a communications problem rather than a structural one.

New World Labs works at the intersection of narrative architecture, M&A culture integration, labor advocacy, and original research. The Lab, its R&D arm, tracks corporate accountability data, AI and workforce bias, and the legislative reforms required to protect the modern social contract.

Jillian writes and speaks on the uncomfortable realities of corporate America: profitable layoffs, AI-driven displacement, and what it takes to build organizations people actually believe in. She publishes The Dispatch, a bi-monthly intelligence briefing on the restructuring of work.

SIGNATURE TOPICS

Death of the Optimized Story

Why beige corporate branding is a liability in the age of AI, and how to build a brand with integrity and trust. Explores the collapse of the optimized employer brand and what replaces it when content becomes infinite and trust becomes scarce.

The Fair Social Contract

A roadmap for 21st-century labor reform, and why profitable layoffs are a failure of leadership imagination. Examines the legislative gaps in the WARN Act protections, just-cause standards, and what ethical workforce management actually looks like.

Narrative Creation in M&A

How to protect your valuation by prioritizing the human integration experience during the first 180 days. Built from Common Ground engagements – the operational and narrative blueprint for deals that actually work after they close.

The Synthetic Culture Crisis

Why companies that over-optimize their workforce with AI are destroying their long-term brand equity. Examines the human cost of algorithmic hiring, workforce displacement, and the identity crisis facing mid-level leadership in the AI era.

SPEAKING, PODCAST & MEDIA INQUIRIES

jillian@newworldlabs.co

newworldlabs.co • [linkedin.com/in/jillian-omalior](https://www.linkedin.com/in/jillian-omalior) • [@jilliandoesbranding](https://www.tiktok.com/@jilliandoesbranding) on TikTok

"The transition is inevitable. Your strategy is optional."

New World Labs • newworldlabs.co