MEDIA KIT | 2026

KEYNOTES
EXPLORE • BRAIN • MONEY

Rane Stempson

Keynote speaker & creator. Former Microsoft research director - now cross-country skiing, hiking & biking the world, and staying sharp for every mile.

HI, I'M RANE

> *From a group home and foster care at 14 to emancipation at 15, through corporate America — including 15 years at Microsoft. Medical leaves from 2013 ended in a retirement package in 2017; I founded Ranemaker in 2018 and sold it in 2019 - then came a second reinvention after traumatic brain injury.*



I traded the desk for mountain passes. With my travel partner Greg, I cross-country ski in Japan, hike the Tour du Mont Blanc, bike around Lake Geneva and along the Canal du Midi, and road-trip across the American West - 80+ national parks and monuments - plus Miami and Greece - then I turn every day into a funny, honest story.

I'm also a keynote speaker. As a former Microsoft Principal Research Director with three decades across corporate America, education, government and nonprofits - and a personal story of reinvention after traumatic brain injury - I bring research, lived experience and humor to the stage.

My promise is simple: **travel far, live long, eat well.**

Blog: ranestempson.com | Instagram: @rane_stempson | Facebook & LinkedIn: Rane Stempson

1. Explore

Adventure travel + healthy recipes for longevity. 156 easy 30-minute recipes for eating well on the road.

- Japan XC ski trip - 16-day series
- Across the West - 80+ national parks & monuments
- TMB, Lake Geneva, Canal du Midi, Greece

2. Brain

Brain health & longevity for the second act. The angle brands miss: an active 40s+ audience investing in staying sharp.

- Sleep, movement & strength habits from the road
- Curious, plain-English explainers
- Habits tested on trail, bike & XC ski days

3. Money

Money & investing, learned the hard way and shared plainly.

- House value engineering - mountain home build
- More with less - spending with intention
- Credit scores to investing basics
- Life-after-the-paycheck money lessons

TWO WAYS TO WORK WITH ME

For brands (p. 2): sponsored reels, UGC, blog features and honest reviews - one story across three channels.

For event planners (p. 3): keynotes on resilience, leadership, AI and focus - research-backed, funny, practical.

AT A GLANCE

- **Based:** on the road - US & international trips year-round
- **Speaking:** 1-2 keynotes per year, in person & virtual - no workshops or consulting
- **Content:** reels, carousels, one blog post per travel day

Let's work together
Brand partnerships • Keynotes
Full audience stats sheet updated monthly - just ask.

ranestempson.com
@rane_stempson

PARTNER WITH RANE — FOR BRANDS

Format	What you get	Starting at*
UGC video	One authentic short video for your ads/organic use (no posting required)	$250
Sponsored Reel	Instagram + Facebook Reel, story shares, caption with your link	$350
Blog feature	Full post on ranestempson.com with photos, honest review & affiliate links	$400
Bundle	Reel + carousel + blog post - the full story across all channels	$750

*Starter ranges for our first collaboration; final quote depends on usage rights, exclusivity and timeline. Gifted product considered for reviews - coverage is always honest.

ALSO AVAILABLE

- **Paid usage & whitelisting** - extend a reel or post into your ads, quoted per brief
- **Exclusivity windows** - category exclusivity for campaign periods
- **Seasonal campaign arcs** - multi-week stories timed to XC ski season, road-trip season or the holidays

CAMPAIGN CALENDAR

- **Jan-Feb:** XC ski season - Japan, mountain-town life; fresh-start money (credit, investing)
- **Spring:** hiking & biking - TMB, Lake Geneva, Canal du Midi
- **Summer:** road-trip season - across the West, 80+ national parks & monuments
- **Holidays:** 30-minute meals & host-worthy recipes

AUDIENCE & PLATFORMS

Instagram

@rane_stempson
Reels & carousels, 3-4x weekly. The discovery engine.

Facebook

Native reels & posts built for shares - where friends forward trips to friends.

Blog

ranestempson.com
One post per travel day. Owned, searchable, built to compound.

Best fit: outdoor & XC ski gear, travel services & insurance, brain-health & longevity products, investing platforms, credit cards, and home improvement — e.g. Robinhood, Schwab, American Express, Home Depot, Lowe’s. If it helps someone go farther, stay sharper, or spend smarter, it belongs here.

Full audience stats available on request - updated monthly.

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@rane_stempson on Instagram

BOOK RANE — KEYNOTES

Former Microsoft Principal Research Director • Three decades across technology, education, government & nonprofits • Founder, Ranemaker Institute • Featured by Microsoft (2014) • Most recent keynote: Washington State MESA

“From Surviving to Thriving” - resilience & identity after life-altering change

A personal, funny, practical keynote on resilience and identity - from foster care at 15 to an international career, through brain injury, and into a second act built with AI. Retirement wasn’t the end of the story. **For:** universities, student conferences, nonprofits, women's events, corporate audiences.

“Turning Chaos Into Clarity” - leading through uncertainty

How clarity, inclusive leadership and honest conversation move a busy team toward a shared purpose - plus AI workflows that take busywork off everyone’s plate: less stress, more time for the work only humans can do. **For:** leadership conferences, executive offsites, corporate teams, professional associations.

“AI + Human Potential” - doing more with less, on purpose

After a traumatic brain injury, I had to rebuild my working life with less — less energy, less working memory, less room for error. AI became my cognitive support: the right prompts and agents for real work, the right tools for the right jobs. What to automate, what must stay human — and how doing more with less became my advantage, not my limitation. **For:** educators, universities, leadership teams, technology organizations, future-of-work conferences.

“The White Space Advantage” - reclaiming focus in an always-on world

A funny, personal keynote on pacing, limits and recovery - and how AI as cognitive support clears the decks so white space is possible. **For:** high achievers, innovators, leaders who are good at everything except stopping.

A note on availability

I give one or two keynotes a year, and I no longer offer workshops or consulting contracts. My traumatic brain injury (TBI) sets that limit - and it is also why every talk I do give gets everything I have.

SPEAKING FEES

Engagement	Starting at*
Corporate & leadership events	$4,500
Associations & professional conferences	$3,500
Nonprofit organizations	$2,000
Universities & educator organizations	$1,500
Student organizations	$750

*Travel expenses additional. A limited number of mission-aligned nonprofit, education and student events are considered each year at a reduced fee - share your audience, goals, format and budget when inquiring.

“Rane Johnson-Stempson is an inspiring engineer, mentor, champion for STEM education. For several years, she has supported Washington MESA students and educators through speaking, mentoring, engineering design guidance, and AI curriculum support. Her expertise and energy is truly remarkable!”

- Dr. Lindi Rubadiri-Mujugira, Director of STEM Programs, University of Washington — Washington State MESA (Oct 2026)

BRING RANE TO YOUR EVENT

Web: ranestempson.com/speaking | **Email:** ranebendor@gmail.com

One or two keynotes per year - in person & virtual. No workshops or consulting. Share your date, audience, theme and budget.

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RANE, IN PICTURES



Keynoting for Washington State MESA.



Cooking in the campervan.



On the road across the West.

RECENT ENGAGEMENT

Washington State MESA, University of Washington — keynote (2024) + AI literacy consulting (2025). Rane rewrote the AI literacy curriculum into teacher-ready form, then trained directors and teachers to build AI agents and prompts that automate reporting, event planning, and routine tasks — putting hours back in their schedules for the work only humans can do.

Hired by Dr. Lindi Rubadiri-Mujugira, Director of STEM Programs, UW — Washington State MESA. *"Her expertise and energy is truly remarkable!"*

WHY PEOPLE SAY YES

- **A peer, not a pitch.** Active adults with time, income and a gear list - buying for the next decade of adventures.
- **A voice people finish.** First-person, funny, specific. Read, saved and shared.
- **Research + lived experience.** A Microsoft research leader who rebuilt her own brain - and can explain the science in plain English.

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FOR BRANDS

Have a product that helps people go farther and stay sharper?

Email: ranebendor@gmail.com

Send a short brief and timeline and I'll reply with a quote.

FOR EVENT PLANNERS

Tell me about your audience and what they should walk away with.

Web: ranestempson.com/speaking
Email: ranebendor@gmail.com

Full audience stats sheet available on request - updated monthly. Speaking references available on request.

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