Lori Bower, President, BowerComm

Lori Bower is a seasoned communications strategist with over 25 years of experience helping mission-driven organizations and businesses craft powerful, results-oriented messages. From her early work as a County Extension Agent in Kansas, Lori quickly recognized the challenge of aligning fragmented marketing efforts with measurable outcomes. Determined to solve this problem, she earned a master's degree in strategic communication and honed her skills at top marketing agencies in Chicago, developing systematic, high-impact campaigns for Fortune 300 companies like General Electric and John Deere.

In 2010, Lori founded **BowerComm**, a consultancy that brings clarity and strategy to organizations looking to break free from random, disjointed efforts. Her signature **Journey to Yes™** method has empowered over 75 organizations to transform their communications and achieve real, measurable success. Whether working with a rural Kansas nonprofit or a global business, Lori's approach centers on creating cohesive plans that align message, mission, and momentum—enabling clients to move from good intentions to tangible results.