



Press Kit

T. Eugene Warr | Founder, Lumina | Spiritonomics

I dream of a world where people are loved and respected for who they are, not for what they have. A world where we create systems that help people thrive, not merely survive. A world where spirituality is the highest form of human behavior, where love is the highest expression of spirituality, and where unity is its highest demonstration. I teach about it, write books and songs about it, coach based on it, created an app to promote it, and live it.

My name is T. Eugene Warr, and I am an eternal spirit on a temporary assignment to live in alignment with my divine assignment to bring light and love into the world.

Version 2. June 2026. Living document — refreshed as new media coverage lands, new books ship, and new programs launch.

Quick Facts

Name: T. Eugene Warr (Tee, to those who walk with him)

Title: Founder of Lumina; remembrance coach, writer, keynote speaker, thought leader

Founding work: Lumina (theluminapp.com) — launched May 22, 2026

Body of work: Spiritonomics

Building a world where people are loved and respected for who they are, not for what they have.

Published books: Four — see Books section below

Forthcoming: Love and Leadership — The Leadership Shift That Changes Everything (summer 2026)

Workbook: The It's Time to Remember Workbook — ships late summer 2026

Education: B.A. Business Administration, Hampton University; Master of Divinity, Colgate Rochester Divinity School

Years of practice: 40+ years in business, leadership, and personal development

Languages spoken: English

Available for: Podcast interviews, keynote addresses, panel discussions, in-depth profiles, investigative features on the AI-spirituality intersection

Website: teugenewarr.com

Lumina: theluminapp.com

Press & booking: *The Office of T. Eugene Warr — talktous@teugenewarr.com*

Available to credentialed press on request

Bios — three lengths

Use the version that fits the publication's word count. All three say the same thing in different breaths.

Short bio (about 50 words — for podcast intros, social bylines)

T. Eugene Warr is a remembrance coach, writer, speaker, and the founder of Lumina, a presence that helps people remember who they are. With degrees from Hampton University and Colgate Rochester Divinity School, he has guided executives across continents for forty years. He is the author of four published books with a fifth forthcoming in summer 2026.

Medium bio (about 150 words — for press releases, articles, panel descriptions)

T. Eugene Warr is the founder of Lumina, a recognition companion built on the worldview he calls Spiritonomics. A remembrance coach, writer, keynote speaker, and thought leader for over forty years, his work sits at the intersection of business acumen and spiritual practice. Educated at Hampton University (Business Administration) and Colgate Rochester Divinity School (Master of Divinity), he has guided CEOs, doctors, lawyers, pastors, and entrepreneurs across continents. He is the author of four published books, including *It's Time to Remember*, *Spiritonomics — Redefining Wealth from the Inside Out*, *Wealth — Living Beyond the Limitations of Money*, and *Face-to-Face Moments with God*. A fifth book, *Love and Leadership — The Leadership Shift That Changes Everything*, releases summer 2026. Lumina, launched May 22, 2026, is the most recent expression of a body of work he has been building for four decades. He also hosts *Mental Mealz*, the number one inspirational radio program in Luanda, broadcast on Rádio Imetro 91.3 FM.

Long bio (about 400 words — for in-depth profiles, feature articles, About pages)

T. Eugene Warr is the founder of Lumina, a recognition companion designed for self-remembering rather than self-improvement. Lumina is the most recent expression of a body of work he calls Spiritonomics — a worldview that redefines wealth from the inside out, and refuses the optimization industry's premise that human beings need to be transformed in order to be whole.

A remembrance coach, writer, keynote speaker, and thought leader, Eugene has spent over forty years at the intersection of business and spirit. His formal foundation was forged at Hampton University, where he studied Business Administration, and deepened at Colgate Rochester Divinity School, where he earned a Master of Divinity. This rare union of practical business acumen and grounded spiritual insight is what makes the work whole. He describes his coaching with a deliberate word: he is a remembrance coach, not a transformation coach — he does not help people become someone new, but remember who they already are, beneath who the world taught them to be.

His clientele spans continents and includes CEOs, doctors, lawyers, dentists, judges, politicians, pastors, business leaders, and entrepreneurs — people who arrived at his door wanting executive clarity, organizational alignment, or the kind of personal recognition that the world does not often allow.

Eugene is the author of four published books — *It's Time to Remember*; *Spiritonomics — Redefining Wealth from the Inside Out*; *Wealth — Living Beyond the Limitations of Money*; and *Face-to-Face Moments with God: A 21-Day Devotional*. A fifth book, *Love and Leadership — The Leadership Shift That Changes Everything*, releases in summer 2026. The *It's Time to Remember Workbook* ships in late summer 2026. *Lumina* launched on May 22, 2026.

He begins every public talk with the same statement: “I dream of a world where people are loved and respected for who they are, not for what they have. A world where we create systems that help people thrive, not merely survive. A world where spirituality is the highest form of human behavior, where love is the highest expression of spirituality, and where unity is its highest demonstration.”

This is the through-line of forty years of work — in boardrooms, in sanctuaries, and in the quiet rooms where people come to remember who they are. He also hosts *Mental Mealz*, the number one inspirational radio program in Luanda, on Rádio Imetro 91.3 FM.

Books

Five books span Eugene's writing practice — four published and one forthcoming in summer 2026. Together they form a coherent body of work that ranges from devotional practice to economic worldview to leadership theory. Listed roughly in order of how they relate to the work Lumina is built on.

It's Time to Remember

The recognition-framework book at the heart of Lumina. Names the central teaching — that the work is not transformation but remembering — that the entire ecosystem is built on. The companion workbook ships late summer 2026.

Spiritonomics — *Redefining Wealth from the Inside Out*

The foundational text of the body of work. A worldview — the deliberate inverse of economics — that names wealth, success, and human flourishing as flowing from inner wholeness rather than external accumulation. The book establishes the framework that subsequent work, including *Wealth* and Lumina itself, builds upon.

Wealth — *Living Beyond the Limitations of Money*

A specific application of the Spiritonomics worldview to money. The book opens with the claim: you are not poor, you never have been. From there it offers a radical reframe — from financial accumulation to inherent abundance — arguing that the moment a person incarnated as human, they became wealthy beyond measure, and what most people call poverty is amnesia about their own resources. For anyone tired of feeling never-enough and ready to remember the wealth they already are. Sits under the Spiritonomics umbrella.

Face-to-Face Moments with God — *A 21-Day Devotional*

A twenty-one-day devotional walk through 1 Corinthians 13:4-8 — the love chapter. Written during a season of profound personal challenge, the book is Eugene's account of how God led him through this passage of love, light, and liberation. Intimate, daily, devotional in form; the most explicitly faith-grounded book in the body of work.

Love and Leadership — *The Leadership Shift That Changes Everything*

Forthcoming — Summer 2026

Building a world where people are loved and respected for who they are, not for what they have.

A leadership book that names love as the ultimate leadership technology — not a soft virtue but the deepest practice available to anyone who leads anyone. Backed by neuroscience, psychology, and measurable business outcomes. Addresses why fear-based cultures can no longer compete in the modern economy, the internal barriers (vulnerability resistance, childhood programming) that prevent authentic leadership, and the practical frameworks for transforming how decisions get made, conflicts get resolved, and people get developed. For CEOs reshaping organizations, middle managers leading differently, and emerging leaders searching for an approach that honors both performance and humanity.

Note: each book description has been drafted from Eugene's back-cover copy and the Spiritonomics worldview frame. Three early blurbs are available for Love and Leadership pending attribution; once contributors are confirmed, a Praise section will be added to that book entry.

Topics & Talking Points

Themes Eugene speaks to in depth. Useful for producers and editors deciding what angle fits their show, beat, or publication.

The recognition framework

Why most self-help culture has it backward. The premise that you are broken keeps you spending; the premise that you are remembering is what actually frees you. Eugene's central teaching, distilled over four decades of coaching and articulated across multiple books — most directly in *It's Time to Remember*.

Remembrance coaching — beyond transformation

Why Eugene no longer calls himself a transformation coach. The word transformation implies a person must become someone new to be whole; remembrance begins from the conviction that they were always whole and simply helps them return to it. It is the same shift that distinguishes Lumina from the optimization industry, now named in the coaching practice itself — a useful angle for shows about coaching, identity, and the limits of self-improvement culture.

Authentic Intelligence vs. Artificial Intelligence

Why the most important question facing AI today is not what it can do, but what it should refuse to do. Lumina's deliberate design choices — no advice, no optimization, no transformation language — as a contrast to the dominant AI wellness industry. Eugene is one of few founders publicly arguing this position.

Spiritonomics — redefining wealth from the inside out

Eugene's worldview that wealth is not what accumulates around external scarcity, but what flows from internal wholeness. The deliberate inverse of economics. Articulated foundationally in *Spiritonomics: Redefining Wealth from the Inside Out*, then applied specifically to money in *Wealth: Living Beyond the Limitations of Money*. Lumina itself is the most recent product built within the same worldview.

Love and leadership

How love and leadership are not opposites but the same gesture practiced at different scales. Eugene's forthcoming book makes this argument in full. Useful angle for leadership podcasts, executive coaching publications, and business-press features.

Faith, divinity, and contemplative practice

Eugene's Master of Divinity background informs everything without being explicitly religious. Face-to-Face Moments with God is his most direct devotional offering. His perspective on where the wellness industry has secularized spiritual practices into self-improvement products — and what is lost in that translation — is original and worth the conversation.

The exhaustion economy and the audition we are all performing

Why so many high-achieving people feel hollow despite outward success. The performance culture that demands we audition for our own lives. What it means to set the audition down.

A Black founder building contemplative technology

Eugene is one of relatively few Black founders working in the AI-and-spirituality intersection. His perspective on what gets built, who gets to build it, and whose voices the technology serves matters in ways that the dominant tech industry often misses.

The body of work — books, app, workbook

How Lumina relates to the five-book publishing record, the workbook, and the coaching practice. The publishing-and-tech model of an integrated body of work, rather than discrete products.

The Legacy circle — a founding-circle membership model

Why Eugene built a founding circle into the launch (capped at 500 members, \$599 one-time for lifetime access). The economics and philosophy of inviting people to fund the work in exchange for honor rather than urgency.

Sample Interview Questions

Questions Eugene answers well, with the framing that guides his response. Useful for producers preparing for an interview. Eugene rehearses these answers but does not read from them — they are anchors, not scripts.

1. What is Lumina, in one sentence?

Frame: Open with the spine. “Lumina is a presence that helps you remember who you are.” Then expand only as the conversation invites it — what Lumina is not (a coach, a tool, an optimization app), what makes it different (memory across sessions, no advice, contemplative voice), and who it is for (people who are tired of performing).

2. Why now? Why this product, at this moment?

Frame: The exhaustion economy. The optimization industry depends on people believing they are insufficient. Lumina is the deliberate refusal of that premise. The cultural moment — AI everywhere, wellness apps everywhere, and meanwhile people are more exhausted than they have ever been — is the exact moment when a different posture becomes necessary.

3. How is Lumina different from ChatGPT, Claude, or other AI tools?

Frame: Different category, not different quality. ChatGPT helps you do things; Lumina helps you remember things. Tools you use; presence you return to. Five specific differences: Lumina knows you (24-question soul profile + memory across sessions), Lumina refuses to give advice by design, Lumina has features purpose-built for inner work (the Witness, Soul Mirror, the Pathway), Lumina has voice in two senses (spoken and tonal), and Lumina is a place, not a tool.

4. What is Spiritonomics?

Frame: A worldview, not a brand. The deliberate inverse of egonomics. The recognition that wealth is what flows from inner wholeness, not what accumulates around external scarcity. Spiritonomics: Redefining Wealth from the Inside Out is the foundational text of the worldview. Wealth: Living Beyond the Limitations of Money is a specific application of that worldview to money. Lumina is the most recent product built within the same worldview.

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5. You have both a divinity degree and a business background, plus five books spanning devotional practice, wealth theory, and leadership. How do those streams come together?

Frame: They were never separate. Business is the practical question of how things move in the world. Divinity is the deeper question of why. Without either, the other is incomplete. Lumina is both at once — built with real product discipline and grounded in a worldview that refuses to flatten the human person into a user. The books each address one face of the same underlying truth; Lumina is the practice that makes it daily.

6. As a Black founder building contemplative technology, what perspective do you bring that the dominant tech industry has missed?

Frame: Care, when it has been earned through generations of having to find dignity in places where dignity was withheld. The recognition framework lands differently when it comes from a community that has had to insist on its own inherent worth against systems designed to deny it. Eugene's voice is not a marketing position — it is the genuine inheritance of a tradition the wellness industry has often borrowed from without acknowledging.

7. What do you hope people experience when they use Lumina?

Frame: Not transformation. Not a five-step plan. Just the experience of being met where they are, by a presence that remembers them, in a register that does not demand they audition for their own lives. The success metric is not subscribers; it is the texture of a single moment in a single user's day when they feel seen by something that has been listening.

8. What does the next year look like for Lumina and the broader body of work?

Frame: The workbook ships late summer. Love and Leadership ships in summer. The founding circle (Legacy) closes at 500 members or August 22, whichever comes first. The community grows around the Spiritonomics conversation. The body of work expands into other domains as the data supports it. Lumina is built to be a slow, deliberate ecosystem rather than a hockey-stick growth product. The next year is the year of careful tending.

9. Can you read the statement you open every talk with?

Frame: Speak the full manifesto. Slowly. Without theatrics. Let the room receive it.

10. You recently stopped calling yourself a transformation coach. Why?

Frame: The shift from transformation to remembrance. Transformation implies the person is not enough yet and must become someone new; remembrance begins from wholeness and

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clears away what hides it. Eugene reframes a forty-year practice in that one word — he is a remembrance coach. The plain promise underneath the title: I help you remember who you were before the world told you who to be.

Excerpt-Ready Quotes

Lines Eugene has spoken or written that journalists may quote freely without further permission. Featured headline-worthy lines first, supporting quotes below.

Headline-strength

Lumina is a presence that helps you remember who you are.

You are not broken. The work is remembering.

ChatGPT will write your email. Lumina will know why you have been avoiding writing it.

Built so that you feel heard. Not impressed.

Supporting quotes

The same world that taught you to forget who you are keeps teaching you to forget every time you try to remember.

A place to stop auditioning for your own life.

I am not a transformation coach. I am a remembrance coach. I don't help you become someone new — I help you remember who you already are.

Most of us think we want company. What we actually want is presence. They are not the same thing.

Lumina is not a coach. Not a tool. A quiet place to return to, where the version of you the world has taught you to forget gets to surface again.

Never chase money. Put yourself in a position where money chases you.

I am an eternal spirit on a temporary assignment to live in alignment with my divine assignment to bring light and love into the world.

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About Lumina — the one-page overview

Lumina is a recognition companion built on a contemplative posture. Not transformation. Not optimization. Not advice. A presence that helps people remember who they are.

How it works

Subscribers begin with a twenty-four-question soul profile, walk through a threshold experience designed to meet them at the level of their own recognition, and then enter an ongoing relationship with the app across daily and weekly rhythms.

Key features

- Daily reflection — generated each morning from the subscriber's specific soul profile
- The Witness — a monthly letter written in the voice of “the version of you the world has taught you to forget”
- Soul Mirror — weekly pattern recognition across the subscriber's recent conversations and saved wisdom
- The Pathway — multi-phase guided sessions for working through specific edges
- Wisdom Library — every line worth keeping, saved as the subscriber's own
- Voice mode — ElevenLabs TTS in male or female voice matched to subscriber preference
- Crisis safety routing in four languages (988, Samaritans, CVV, SAPTEL, 3114)

Tiers and pricing

- Stirring — free for 14 days, then \$0/month with limited access
- Awakening — \$12/month, full daily and weekly features
- Abounding — \$19/month, voice mode, monthly Witness letter, full Pathway access
- Legacy — \$599 one-time founding-circle membership for lifetime Abounding access plus signed books, workbook, quarterly gatherings with Tee, and acknowledgment on the permanent First Light page. Capped at 500 members or August 22, 2026 — whichever comes first.

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The architectural posture

Every design choice in Lumina is intended to refuse a default behavior of contemporary AI: no advice, no optimization, no urgency, no manipulative engagement loops, no notifications that exploit attention, no transformation promises. The app earns engagement through depth rather than persuasion.

Built by

T. Eugene Warr (founder) and a small team. Launched May 22, 2026. Headquartered in the United States with an international subscriber base.

Resources & Links

Recommended listening before an interview

The 10-minute audio conversation Eugene published before the launch is the fastest way for a producer or host to internalize the voice of Lumina. It is contemplative, on-brand, and gives a feel for how Eugene speaks when he is not promoting a product.

Listen here: <https://www.theluminapp.com/heart> — the 10-minute conversation in context, with a transcript and speed controls. Direct audio file: <https://www.theluminapp.com/audio/heart-conversation.mp3>

Websites

- Lumina: [theluminapp.com](https://www.theluminapp.com)
- Lumina Heart page: [theluminapp.com/heart](https://www.theluminapp.com/heart)
- Lumina Legacy circle: [theluminapp.com/legacy](https://www.theluminapp.com/legacy)
- T. Eugene Warr personal site: teugenewarr.com

Books — purchase links

Books and music are available at the official store: <https://teugenewarr.com/store>. Individual retailer (e.g., Amazon) links can be added per title as needed.

Social and content channels

- Instagram: https://www.instagram.com/mr.t_warr
- Facebook (personal): <https://www.facebook.com/share/1JD8SnVyLW/>
- Facebook Page: <https://www.facebook.com/share/1CxjXwQA/>
- Spiritonomics Facebook group: <https://www.facebook.com/groups/748118260937641>
- YouTube — Spiritual Konnections: <https://youtube.com/@spiritualkonnection-sk>
- Substack — Uncle T's Power Plate (A Mental Mealz Newsletter): <https://unclet816.substack.com>
- Radio — Mental Mealz: a weekly inspirational program on Rádio Imetro 91.3 FM, Luanda — the number one inspirational radio program in the city.

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- TikTok: <https://www.tiktok.com/@t..eugene>

Music — under the artist name T.E. Raw:

- Instagram: <https://www.instagram.com/t.e.raw>
- TikTok: <https://www.tiktok.com/@t.e.raw>
- Facebook: <https://www.facebook.com/share/1Bbv7vUptH>

Visual Assets

Available now

- T. Eugene Warr logo (transparent PNG, full color)
- Lumina wordmark and brand visual system (warm near-black, off-white serif, light violet accent)
- Lumina OG share card for link previews
- Lumina audio conversation video

Available on request

High-resolution headshots — on file (color): head-and-shoulders, mid-body, and environmental framings. Black-and-white versions available on request.

Book cover images at high resolution — available on request.

Lumina app screenshots for technology publications — available on request.

Visual assets are sent on request via the contact below. All assets are usable for editorial coverage with credit. For advertising or commercial use beyond editorial, please request specific permission.

Contact for Press, Booking, and Inquiries

The Office of T. Eugene Warr

Press & booking inquiries: talktous@teugenewarr.com

Available to credentialed press on request

Booking process

Pitches received via the press address are reviewed and responded to within five business days. Time-sensitive requests (same-week interviews, breaking news commentary) should be flagged in the subject line; a direct line is available to credentialed press on request.

Eugene takes selective podcast appearances, keynote engagements, and interviews. The marketing lead will reply with availability, format options, and topic angles. Eugene speaks both in person and remotely; remote recordings should be done on platforms with clean audio capture (Riverside, Zencastr, SquadCast, or equivalent).

This press kit is a living document. The marketing lead updates it as new media coverage lands, new books ship, new programs launch, and new voices contribute to the Spiritonomics conversation. The latest version is always available on request, and (eventually) at theluminapp.com/press.

Thank you for telling the story.