

Shama Hyder

CEO of Zen Media, Best-Selling Author, Keynote Speaker, LinkedIn Top Voice in Marketing 4X

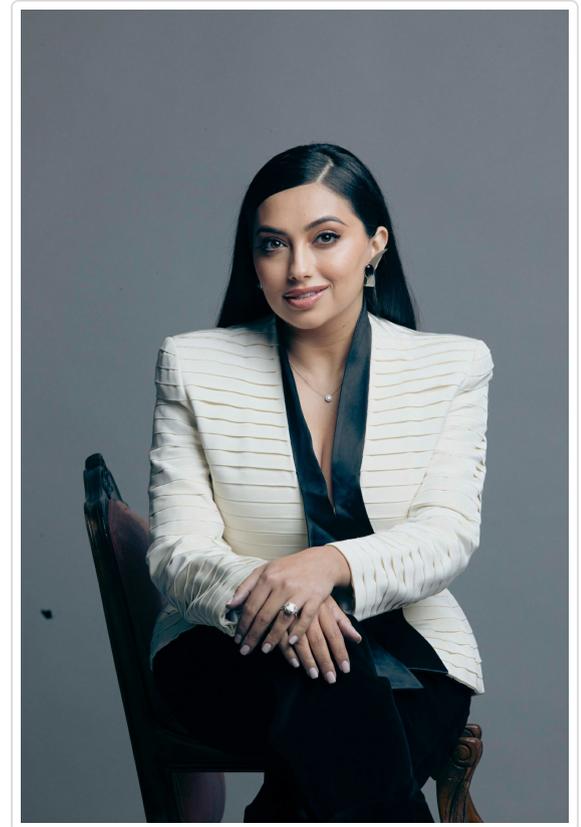
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Topics

- Artificial Intelligence
- Branding / Marketing
- Business Growth / Strategy / Trends
- Futurists / Trends
- Social Media
- Thought Leader

About Shama Hyder

Shama Hyder helps leaders and companies stay ready for a future that's ever changing - from consumer expectations to competing with AI. Recognized as an early pioneer in the world of social media, she brings a rare "from the trenches" perspective on the strategies companies are using to win in the age of AI. She's the Founder & CEO of Zen Media, one of today's leading B2B marketing and PR companies in the country. Shama is also an active Henry Crown Fellow within the Aspen Global Leadership Network at the Aspen Institute. Shama is the bestselling author of *The Zen of Social Media Marketing*, now in its 4th edition, and *Momentum: How to Propel Your Marketing and Transform Your Brand in the Digital Age*. An acclaimed keynote speaker, Shama has delivered keynotes in over 24 countries and spoken for recognized brands including NASA, Yale, Movado, Marriott, Chase, Toyota, Mastercard, and Disney. Shama Hyder helps leaders and companies understand strategically and practically how to connect what's next to what now. She has been named the "Zen Master of Marketing" by *Entrepreneur Magazine* and the "Millennial Master of the Universe" by *Fast Company*. Shama has also been honored at both the White House and The United Nations as one of the top 100 young entrepreneurs in the country. As a result of her success, Shama has been the recipient of numerous awards, including the prestigious Technology Titan Emerging Company CEO Award. She is one of the only entrepreneurs to be recognized by *Business Week, Inc.* and *Forbes* alike for being an Under 30 Mover and a Shaker. LinkedIn named her one of their "Top Voices" in Marketing and Social Media for four years in a row. In 2023, she was named the Top Marketing Leader by *Masthead Media*. As a preeminent thinker in the digital age, Shama is a coveted media contributor, frequently featured on platforms such as *NPR, Inc., Fox Business, MSNBC, Bloomberg,* and *CW*. Her insights continue to shape the industry, inspiring others to confidently navigate the ever-shifting digital terrain.



Select Keynotes

- **AI: The Next Competitive Edge - How to Stay Ahead of the Curve in an AI-Powered World**

Imagine if you'd understood the true implications of the internet when AOL had just launched or if you had foreseen how social media would change the trajectory of communications forever.

That's where Generative AI is today. It's the early days of this brave new frontier. To gain a competitive advantage, it's not just about understanding AI – but about bridging the gap between knowing and doing. Businesses and brands that put effective AI strategies into practice will be leagues ahead of their competition.

According to Forrester, 79% of AI decision-makers who anticipate using generative AI in the next 12 months say it will have a high impact on their customer interactions in the next two years.

This keynote is the answer to the most pressing question every leader has to answer today: How do we make sure we don't get left behind in this AI age? In this upbeat keynote, customized for each audience, Shama Hyder, a well-respected pioneer in the world of digital, combines hard research and modern-day case studies to help leaders understand the implications of AI around everything from client expectations to increasing productivity – and how to start walking the talk.

Think of this keynote as your secret sauce for practical ways to think and implement AI in your organization. It's full of smart tactics on how to ride the wave of change and use it to succeed. This isn't just about learning new tricks, though.

It's about rethinking how you choose where to focus, and really nailing how to use AI to connect – and to lead. Shama shares her proprietary P3 framework that you can use as a lens to look at the new world. It's like a compass for leaders to figure out their best play in this AI world... so you can play chess while others play checkers.

Key Takeaways:

- ◊ Understand the transformative power of Generative AI and its potential impact on your industry
- ◊ Discover how to bridge the gap between AI knowledge and practical implementation
- ◊ Learn how other organizations are leveraging AI to enhance productivity and meet client expectations
- ◊ Gain insights into reshaping your organizational focus and utilizing AI as a tool for connectivity and leadership
- ◊ Unlock Shama Hyder's proprietary P3 framework: your compass for navigating the AI-powered future

● **Selling in the Dark - How to Effectively Sell in Today's Marketplace**

It's not just you. Selling in today's digital environment is dramatically different. Longer sales cycles, more competing forces, and a distracted buyer are the reality of today's sales landscape.

We are living in an era of dark social where the traditional sales funnel is broken.

The good news is that it's been replaced by something that actually makes sales easier than ever... as long as you understand how to use it. (Add to that, the power of AI, and you could be unstoppable.) It's time to understand and leverage the messy middle in your sales efforts – the new, circular web of how purchases are really made so you can orchestrate sales moments that close and closer faster at a much higher conversion rate.

In this fast-paced keynote, customized for each audience, Shama Hyder, Founder and CEO of Zen Media, combines hard research and modern-day case studies to help sales leaders understand how to win in today's chaotic marketplace sales decisions.

You will learn where prospects are hiding, how the pandemic has changed buyer habits forever, and how to effectively use the most powerful AI platforms at your fingertips to find, nurture, and close deals.

Never be stuck at the mercy of forces outside your control. Each audience member will leave inspired to re-think how to approach sales in this brave new world.

Key Takeaways:

- ◊ Understand the number one thing buyers want more than anything today
- ◊ Discover how to use social media to close more deals - even if you don't post yourself
- ◊ Learn from real-world examples of sales leaders who have harnessed the full potential of AI to skyrocket productivity and surpass quota goals
- ◊ Develop unwavering confidence in your ability to navigate and excel in digital sales channels
- ◊ Unlock the secrets of deciphering buyer intent in the era of "dark social," enabling you to make informed and effective sales decisions

● **The Digital You - How to Optimize Your Presence and Productivity in the Age of AI**

It's no secret that today's leaders are held to a new standard: *the digital one*.

From recruitment to marketing, a strong leader brand isn't just a nice-to-have, it's an imperative. After all, people don't choose organizations, they choose other people.

When news travels at the speed of a tweet or a post, rather than a press release, the old rules of leadership no longer apply. There is a new paradigm at play and participation is no longer optional.

Digital impressions matter. So, how do you make the right one at the right time?

It's time to understand the new digital framework for leadership so you can reduce misunderstandings and increase morale. It's not just what you say but where and how you say it. It's a marriage of communication and technology.

In this fast-paced keynote, customized for each audience, Shama Hyder, an early pioneer of the digital age, combines a mental framework and modern-day case studies to help leaders understand how to win today's leadership game.

You will learn how generational expectations differ, how the pandemic has changed certain habits forever, and how to effectively use the most powerful AI platforms at your fingertips to optimize your presence and productivity.

Never feel like you don't know the rules again. You will leave this program inspired to re-think how to approach leadership in this world.

Key Takeaways:

- ◊ Learn the five principles behind building a compelling personal brand and find your role in the digital landscape
- ◊ Understand the Dos and Don'ts of digital body language
- ◊ Establish yourself as a thought leader across audiences – with customers, employees, and stakeholders alike
- ◊ Generate better results from your leadership efforts as a result of growing your platform
- ◊ Discover from real-world examples of leaders who have harnessed the full potential of AI to increase productivity and presence

• Momentum - How to 10X Your Business and Brand in the Digital Age

Whether you're big or small, B2B or B2C, today's digital landscape is constantly changing – and news travels at the speed of a ChatGPT prompt. There is a cacophony of platforms, messages, and choices, making it difficult to create the momentum you need to compete in today's noisy marketplace.

How do you consistently engage your audience? How do you figure out the "HOW, WHEN, WHERE, and WHY" in a way that aligns with your goals? How do you become known as a trusted market leader?

Marketing in today's digital age has become overwhelmingly complex, but it doesn't have to be.

Based on the principles from Shama's bestselling book, this keynote provides the steps required to 10x your brand and business.

Key Takeaways:

- ◊ How to 10X your ROI by making small tweaks
- ◊ Key principles to transform your current approach into an effective, struggle-free, ROI-driven strategy
- ◊ What exactly to stop doing that's wasting your resources – and where to focus instead
- ◊ How to reach a greater audience than ever before with half the effort
- ◊ Attract more customers, increase referrals, and be recognized as a leader in your field

Select Book Titles

- **2016:** Momentum
- **2009:** The Zen of Social Media Marketing

Select Articles

- [Inc.: 5 Key Questions Fintechs and Financial Institutions Must Answer to Stay Ahead](#)

Select Testimonials

We were honored to have Shama grace our stage at the Inc GrowCo Conference. Her session was one of the highest-rated of the conference. In fact, one of our attendees called it "by far the most informative session of the conference!" Thanks again for delivering great value to our audience.

– *Eric Schurenberg, President and Editor-in-Chief Inc. Media*

Ms. Hyder was our highest-rated speaker - and we have had some very impressive speakers.

– *Judy H., CEO Leadership Summit*

Shama was the highlight of our event as the closing keynote speaker! She understood our audience and delivered great value. Not only that, she's smart, clearly spoken, professional, funny, and easy to work with. Highly recommend!

– *Pete Cappa, Event Producer, Prudential*