



# SHAMA HYDER

TRAILBLAZING, AWARD-WINNING ENTREPRENEUR, KEYNOTE SPEAKER,  
AND AUTHOR WHO HAS BUILT A GLOBAL AUDIENCE AND IS KNOWN  
FOR HELPING BRANDS SUCCEED IN THE DIGITAL AGE.

## IMPORTANT LINKS

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CLICK the links below for:  
[Preview Video](#)  
[Speaker Website](#)

## AREAS OF IMPACT

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Digital Marketing  
Digital Selling  
Social Media  
Future of Tech  
Leadership in the Digital Age

## BOOK SHAMA

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**MICHELLE JOYCE**  
— SPEAKERS —

# MEET SHAMA



Shama Hyder is a visionary strategist for The Digital Age, a web and TV personality, popular keynote speaker, bestselling author, and the award-winning CEO of Zen Media – a global marketing and digital PR firm. She has been named the “Zen Master of Marketing” by *Entrepreneur Magazine* and the “Millennial Master of the Universe” by *FastCompany.com*. 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.

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 20 countries and spoken for recognized brands including Movado, Chase, Prudential, Tupperware, and Inc 5000.

As a result of her success, Shama has been the recipient of numerous awards, including the prestigious *Technology Titan Emerging Company CEO* award. She was named one of the “Top 25 Entrepreneurs under 25” by *Business Week* in 2009; one of the “Top 30 Under 30” Entrepreneurs in America in 2014 by *Inc. Magazine*; and to the *Forbes* “30 Under 30” list of movers and shakers for 2015. LinkedIn has named Shama one of their “Top Voices” in Marketing & Social Media for three years in a row. Her online videos were awarded the *Hermes Gold Award for Educational Programming in Electronic Media* and most recently, she was given the *Global Empowerment Award for Marketing and Technology* by Anokhi Media.

As the CEO of Zen Media, she and her team help both B2B and B2C brands make meaningful connections with the modern-day customer via influencer marketing and experiential and digital storytelling, turning those connections into bottom-line results. Notable clients include Chase Business, The US Navy, DFW Airport, Mary Kay, and Tupperware.

**FOR BOOKING INFORMATION  
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# TESTIMONIALS



*"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 CAPP, EVENT PRODUCER, PRUDENTIAL**

*"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**

*"On behalf of the Alliance of Technology and Women (ATW), I want to thank you for delivering a fantastic presentation on Tuesday night. You kicked off our summer setting a high standard for our series. From a quantitative perspective, you were a hit with nearly 100% rating the event excellent. From a qualitative perspective, there were comments such as: great topic and very valuable and interesting real world example of how social media is being used."*

**- LISA DANZER, PRESIDENT OF ATW**

*"Shama is the perfect blend of professional and yet real. Her ability to simplify complex subjects and capture a crowd with her magnetic personality is unparalleled."*

**- GAIL GOODWIN, CONFERENCE DIRECTOR, INPSIRE ME TODAY**



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# POPULAR PROGRAMS

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*All of Shama's programs are personalized and customized for each audience, and can be delivered in person or virtually for your next event.*





# CLOSE BEFORE YOU CONVINC

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## How to Sell in the Digital Age

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When it comes to digital selling, there's a massive shift happening; a vast majority of consumers are making a buying decision before they ever contact a salesperson. Furthermore, today's research shows that digital self-serve and remote rep interactions are likely to be the dominant elements of any sales process moving forward.

Here's the reality: the majority of buyers today have already decided which company they want to do business with before they ever speak to a salesperson. Before they even reach out, prospects already have formed a solid impression of your company.

Sales and marketing are the lifeblood of any business, and there's still tremendous opportunity to capture new clients. After this keynote, you will never sell the same way again!

### Key points in this program:

- The three things that will out-perform your competition every time
- Why loyalty is a lie and what you should focus on instead
- The great data delusion and how it's keeping you from success
- A key strategy that will increase traffic, leads, and sales
- How to leverage video content to connect with customers, land referrals, and close new deals
- Lower cost per acquisition and cut your sales cycle in half, all while learning the metric that matters more than ROI

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# MOMENTUM

## How to 10X Your Business and Brand in the Virtual 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 tweet. 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 points in this program:

- 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



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# THE DIGITAL YOU

## Leadership and Personal Branding in the Digital Age

Today's leaders are being called to a new standard:  
*the digital one.*

With so many options for creating a personal brand online — from social media profiles to virtual networking opportunities — it's more important than ever to assert your influence through the right channels.

This might seem easier said than done. After all, how do business owners and corporate leaders know which technologies to use to connect more deeply with their audience, grow their brand, and create a greater impact? Rather than running from technology, leaders can embrace this brave new world and learn to leverage technology to engage, influence, sell, and lead.

After this keynote, you will understand what's required to build a compelling platform, how to make your voice heard, and how to influence those who matter most.

### Key points in this program:

- Learn the five principles for building a compelling personal brand and finding your role in the digital landscape
- 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
- Attract and retain your best talent as a direct result of your thought leadership
- Be invited to the right proverbial deal tables more often



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# THE FUTURE OF TECH

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## How It Will Impact Your Business and Brand

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Imagine if you had 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.

This is your chance to understand the role technology will play in the (very) near future and how it will impact how you communicate, sell, engage, and grow. Armed with this new understanding, you will be well-poised to embrace new ideas and learn to leverage technology and AI to further your goals.

### Key points in this program:

- Get a sneak-peek into what the future of technology means for you on a day-to-day basis
- Understand how automation and AI will change the landscape of business and communications
- Discover innovative tools you had no idea existed, and case studies of brands utilizing them successfully
- Recognize how the future of work is forever transformed and learn what you can expect in the coming years
- Gain confidence and clarity on how to make the future of tech work for you

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