

SHAMA HYDER

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# BIOGRAPHY



Shama Hyder is a visionary strategist for the digital age, a web and TV personality, a 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, Prudential, Chase, 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 Hyder 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 to make meaningful connections with the modern-day customer via influencer marketing, and experiential and digital storytelling — and then turn those connections into bottom line results. Notable clients include Chase Business, The US Navy, DFW Airport, Mary Kay, and Tupperware.



**MICHELLE JOYCE**  
— SPEAKERS —

**For booking information please contact Michelle Joyce:**

Michelle@MichelleJoyce.com • 704-965-2339 • www.MichelleJoyce.com