

SHAMA HYDER

BIOGRAPHY



Shama Hyder helps leaders and companies get good and ready for a future that's ever changing -- from consumer expectations to competing with AI. As a well-respected and early pioneer in the world of social media, she brings a rare "from the trenches" perspective.

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.



For booking information please contact Michelle Joyce:

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