

SHAMA HYDER

SPEAKER KIT



2026 TIME100 Creator | Exited Founder | Bestselling Author

Shama Hyder helps leaders spot the business opportunities created by AI and shifting market forces before they become obvious, and use them to make smarter strategy decisions, redesign work and customer experiences, and grow. Her keynotes give audiences a practical discipline she calls Strategic Urgency: how to spot the signals that matter, interpret what they mean for your organization, and act while the window is still open.

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Shama Hyder is CEO of Hyder Ground, which builds and backs businesses that turn emerging technology into growth, operating in the window **after something becomes possible and before it becomes obvious.**

Its work begins with one question: What will people do differently now that this technology exists? Her forthcoming book, *Six Signals*, turns that operating thesis into a discipline any leader can practice: Strategic Urgency, the ability to see market shifts early, interpret what they mean for your organization, and act while the window is still open.

Shama has spent her career spotting market opportunities before they became obvious. She was among the first 2,000 users on Twitter and launched an agency after 18 firms told her social media was a "fad." Starting with \$1,500, she scaled Zen Media into a multimillion-dollar B2B consultancy serving Fortune 500 brands before exiting. Her bestselling book, *The Zen of Social Media Marketing*, helped shape the industry she pioneered.

Named to the 2026 TIME100 Creators list in the Leaders category, Shama brings an operator's perspective to the stage. She has delivered more than 500 keynotes across 26 countries for organizations including NASA, Yale, Microsoft, Chase, Disney, Marriott, Toyota, Amazon, Mastercard, and Bloomberg.

Shama is a Henry Crown Fellow at the Aspen Institute and an applied AI ambassador for Wispr Flow. *Six Signals* arrives from Simon & Schuster in 2027.

500+

KEYNOTES DELIVERED

26

COUNTRIES

17

YEARS ON STAGE

2M+

TOTAL REACH

98.7%

AUDIENCE RATING



A top-rated speaker and audience favorite, Shama is the keynote organizations bring back again and again. These are the top reasons they rebook her. She offers:

1 A Front-Row View of What Comes Next

As CEO of Hyder Ground, Shama builds and backs businesses in the window after something becomes possible and before it becomes obvious. She brings audiences a live view of how emerging technology is changing markets, work, and customer expectations, and what leaders should do differently now.

2 A Battle-Tested Operator's Perspective

Shama spotted the business potential of social media as one of Twitter's first 2,000 users, then started Zen Media with \$1,500. She spent 17 years building it into a multimillion-dollar B2B consultancy serving Fortune 500 brands before exiting. Audiences hear from someone who has repeatedly acted on change before the opportunity became obvious.

3 Original Thinking Built for Action

Shama's Six Signals framework helps leaders build Strategic Urgency: the ability to see shifts early, interpret what matters, and act while the window is still open. Her forthcoming book, *Six Signals* (Simon & Schuster, 2027), gives teams a practical framework and shared language they can continue using long after the event.

4 Recognized Authority and Real-World Reach

Shama was named to the 2026 TIME100 Creators list in the Leaders category and has been recognized as a four-time LinkedIn Top Voice with more than two million in reach. She was also named one of the "Top 100 Entrepreneurs in North America" by the White House and United Nations.

5 A Speaker Audiences and Planners Love

Shama has delivered more than 500 keynotes across 26 countries for organizations including NASA, Microsoft, Chase, Disney, and Marriott. Every talk is tailored to the audience, and organizers consistently rank her among their highest-scoring speakers, including a "10 out of 10" from Marriott's events director.

98.7%

AVERAGE AUDIENCE RATING

*Every stage. Every audience.
Every time.*

SECTION

Keynote Topics

All four of the following keynotes deliver one thesis from different entry points:

AI and changing human behavior are reshaping your customers, and the advantage goes to organizations that see it, interpret it, and act while the window is open.

01 Six Signals

03 AI in Action

02 The New Rules of Influence

04 The Customer Has Already Changed

Six Signals:

How to See First, Decide Fast, and Act on What Matters

Based on Shama's forthcoming book Six Signals (Simon & Schuster, 2027)

Leaders everywhere are feeling the same collective panic: a competitor announces a major deal, a key customer who "loves you" does not renew, and suddenly the organization is scrambling for its next growth opportunity. Markets are moving faster than planning cycles, customer expectations faster than processes, and what created an advantage last year is table stakes today. The most dangerous response is also the most common: more activity mistaken for adaptation.

The companies winning turn that panic into focused action. They see market opportunities early, decide which ones matter for their business, and move while the window is still open. In this keynote, Shama introduces Six Signals, a practical framework for recognizing the shifts that matter and acting before the market forces the response. **Stop chasing trends. Start reading signals.**

In this interactive keynote, your audience will learn the six signal types that reveal where growth is hiding before it becomes obvious, and which ones matter most for their industry. The See/Interpret/Act framework and the go/no-go questions that show whether an opportunity is right for their organization or a waste of resources, including the company that went from spotting a disruption to launching its response in one meeting. And the three patterns that keep smart teams stuck even when the opportunity is in plain sight.

Your Team Walks Away Ready To

- Scan all Six Signals—Customers, Talent, Money, Incentives, Culture, and Disruption—to see changes they may be missing outside their usual field of view.
- Distinguish an interesting trend from a signal that matters to their specific organization, then decide whether to act, keep watching, or ignore it.
- Identify where their Response Gap is widening, including places where the market has moved but their strategy, processes, or assumptions have not.
- Use the See / Interpret / Act method to turn an external shift into a clear business decision instead of another report, meeting, or abstract conversation.
- Complete a 72-hour action challenge by choosing one signal they are seeing now, defining what it could mean, and committing to one concrete test while the window is still open.

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Shama has this rare ability to make you feel both energized and clear-headed at the same time. She showed our audience how to spot timing windows that give them a massive competitive advantage. She makes the future feel actionable and the present feel calm.

— Wesley Williams
CMO, GoHighLevel

PERFECT FOR

Leadership, growth, innovation, strategy, and transformation events, and any organization that needs to channel urgency into its next growth opportunity.

The New Rules of Influence:

How to Become Undeniable in the Age of AI

AI has made competence cheap. Anyone can now produce a polished deck, a plausible strategy, a professional-sounding post. When everyone sounds credible, the people who win are the ones buyers, boards, and talent actually trust. Influence has new rules, and most professionals are still playing by the old ones.

This keynote gives your people those rules: how to be visible for the right things, trusted before they walk into the room, and top of mind when the decision gets made. Drawing on Shama's 500+ keynotes and her research into how influence is shifting across generations, it gives every attendee a personal playbook for building authority in a world where AI can draft anything for anyone.

In this interactive keynote, your audience will learn why influence changed: the generational transfer of power in how clients and customers buy, and why proof now beats polish with Gen Z and Alpha decision-makers. How trust compounds, as experience, expertise, authority, and a demonstrated point of view add up to being the obvious choice. And how to use AI as a cognitive partner to sharpen thinking and extend reach while sounding more like themselves, not like everyone else.

Your Team Walks Away Ready To

- Conduct a personal influence audit to see what buyers, boards, clients, and talent discover about them before they ever enter the room.
- Define the specific expertise and point of view they want to be known for, instead of trying to remain visible for everything.
- Turn their experience into credible proof through stories, results, examples, and third-party signals that make their authority easier to recognize.
- Build a 30-day influence plan identifying where to show up, who needs to hear from them, what to share, and how to remain top of mind without constantly self-promoting.
- Use AI as a cognitive partner to sharpen ideas, extend their reach, and multiply useful output while preserving the judgment, voice, and perspective that make them distinctive.

“

Shama covered great tips and advice on how to build your brand in a digital age. She gave our team members practical examples, tools, and techniques they can put into action right now. Shama spoke from an authentic place that really resonated with our team members. Her delivery, message, and tips were highly praised across our organization through the executive level as well as across our business partner groups.

— Amy Lashlee
Toyota North America

PERFECT FOR

Leadership development programs, sales kickoffs, professional services firms, and women's leadership events.

AI in Action:

Practical AI for Smarter Work, Better Customers, and Real Growth

Most organizations are using AI to do yesterday's work faster. Your team has dabbled with ChatGPT, summarized a meeting, or drafted an email or two. Efficiency matters, but it is the smallest prize on the table. The larger opportunity is using AI to redesign how people work, how processes run, and how customers experience the business, where the real returns live.

Based on Shama's **Applied AI Playbook**, this keynote gives your audience a proven framework for turning AI from buzzword to bottom line. A clear system your team can start running Monday morning, without a seven-figure budget or an army of data scientists.

In this interactive keynote, your audience will learn the 3-P Model of People, Process, and Personalization, the three categories where AI creates measurable ROI. The AI Evolution from assistant to partner to operator, the shift that separates companies seeing real returns from teams stuck using AI for one-off tasks. And how to run their first 90-day applied AI test, from picking the strongest starting point to scaling what works, so they move from "interested in AI" to measurable results within a single quarter.

Your Team Walks Away Ready To

- Elevate their team's performance using AI, starting with the areas that matter most.
- Increase ROI from AI by knowing when and how to use it, and where it actually pays off.
- Pinpoint their highest-impact first project using a simple diagnostic exercise.
- Categorize every AI opportunity across people, process, and personalization so nothing gets lost in the noise.
- Apply lessons from real examples: the distributor whose AI chatbot now handles 80% of service tickets, the manufacturer who freed \$1.2M in working capital, the outdoor retailer who lifted email conversion 183%.

“

Shama Hyder spoke at our 2024 Women in Industry Conference on the topic of AI. Her session was engaging, interactive and had lots of tangible takeaways for our attendees. She is wonderful to work with and rated very highly on our post-event survey. If you are looking for a speaker who will make AI learning fun and approachable, book Shama today!

— AnnaMarie Kendall
Marketing and Communication
Manager, MHEDA

PERFECT FOR

Organizations that are done talking about AI and ready to implement it. Ideal for leadership teams, annual kickoffs, and conferences where attendees need to leave with a playbook they can execute this quarter.

The Customer Has Already Changed:

How to Win When AI Resets Expectations

Your customer has already changed. The only question is how long it takes your organization to catch up.

AI has reset what companies can deliver, and in doing so it has reset what customers expect: instant responses, personalized experiences, and the feeling that they matter to you. The same technology that made this possible has also made it easier than ever for businesses to feel impersonal and disconnected. Human behavior reveals which of these shifts will endure, and the brands capturing market share right now are the ones reading those shifts early and closing the gap between what customers already expect and what the organization delivers.

The advantage is no longer only about who has the best product. It's about who can deliver personalized experiences at scale, create processes that free teams to build real relationships, and develop people who turn customers into raving fans.

In this interactive keynote, your audience will learn, using the 3-P framework of Personalization, Process, and People, where the customer experience is quietly losing ground and how to spot it before customers say so. How to use AI to personalize at scale without the experience feeling automated. Which processes to redesign so the technology absorbs the busywork and the team gets its time back for customers. And how to develop people who stay top of mind and turn satisfied customers into active referral sources.

Your Team Walks Away Ready To

- Audit the customer journey and identify where the experience currently feels slow, generic, fragmented, or transactional.
- Organize customer-experience opportunities across Personalization, Process, and People, then pinpoint the highest-impact place to begin.
- Use AI to personalize interactions at scale without making the customer experience feel automated, impersonal, or disconnected.
- Redesign processes so AI removes friction and repetitive work while creating more capacity for meaningful human interaction.
- Apply lessons from real examples, including the distributor whose AI chatbot now handles 80% of service tickets and the retailer whose personalized emails lifted conversion by 183%, to design a customer-experience test they can run this quarter.

“

A 10 out of a 10. Shama was incredible to work with! Her commitment to our event, streamlining her presentation to ensure it was appropriate for our audience and providing fresh and innovative ideas to our group was so impactful! She had such insightful and practical takeaways. We couldn't have asked for more.

— Carol Ann Seney
Director, Events, Business
Advisory Services for Marriott |
U.S. + Canada

PERFECT FOR

Customer experience, marketing, sales, retail, service, and industry conferences, and any team whose customers' expectations are rising faster than their processes.

🔥 WORKSHOP ADD-ON & EMCEE OPTIONS

KEYNOTE ADD-ON

Rewired: A Hands-On AI Workshop for Your Team

Offered as a follow-on to any keynote, Rewired is a build day. Your team brings their laptops and their actual workflow, and they leave with a functioning AI workflow built around their real work, plus the knowledge and guardrails to continue improving it.

Based on Shama's sold-out Rewired workshop series in Miami, this session is designed for teams that are done talking about AI and ready to implement it. Every participant walks out with email triage systems, research agents, content workflows, and voice-powered tools, all customized to their specific role.

Format: Half-day or full-day, in-person, max 20 participants, scheduled the same day as or the day after Shama's keynote.

What they walk out with: A functioning AI workflow built around their real work, plus the knowledge and guardrails to continue improving it.

PERFECT AS A KEYNOTE ADD-ON

For leadership teams, executive offsites, or companies ready to go from AI curiosity to AI implementation in a single day.

ALSO AVAILABLE

Emcee & Executive Panel Moderator

Beyond keynotes, Shama serves as a conference emcee and executive panel moderator for single-day and multi-day programs, including Faena Rose and the Microsoft Partner Summit. She threads a program's themes together between sessions, keeps energy high across long days, and brings the same command of AI, customer, and growth topics to unscripted panels and fireside chats that she brings to the keynote stage. Available for 1- to 3-day engagements, in person or virtual.



"I've had the privilege of working with hundreds of speakers, and I can say without hesitation that Shama is the best in the business. Her speaking style, stage presence, and content are simply unmatched. She has a rare gift for taking complex ideas and making them feel clear, urgent, and genuinely actionable for everyone in the room. But what sets Shama apart goes well beyond the stage. She is savvy, resourceful, and endlessly generous with her expertise. Despite having built an enormous network and platform, she is always the first to extend a kind hand, share what she knows, and lift others up. That combination of world-class talent and real humility is something I rarely experience."

— **Pariti Sutaria** Event Manager at AD

"We heard nothing but fantastic things from attendees about your keynote. It was a perfect way to close out the content on such a high note! Shama was THE BEST Closing Speaker."

— **Ann Dieleman** PIMA Executive Director

"Shama is a true pro. She gave the keynote at our agency kick-off event this year exceeding our (already high) expectations with a fully tailored address coupled with her team player attitude. She's a joy to work with and we highly recommend her."

— **Paul Stankevich** Market Strategist / Researcher, Kellogg's

"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 recommended!"

— **Pete Cappa** Event Producer, Prudential

"Shama Hyder spoke at our Women in Industry Conference on the topic of AI. Her session was engaging, interactive and had lots of tangible takeaways for our attendees. She is wonderful to work with and rated very highly on our post-event survey. If you are looking for a speaker who will make AI learning fun and approachable, book Shama today!"

— **AnnaMarie Kendall** Marketing and Communication Manager for MHEDA

"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!'"

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

"She has this rare ability to make you feel both energized and clear-headed at the same time. Like she's giving you permission to stop reacting and start leading strategically. If you want a speaker who will genuinely shift how your audience thinks, book Shama."

— **Wesley Williams** CMO, GoHighLevel

"A 10 out of a 10. Her commitment to our event, streamlining her presentation to ensure it was appropriate for our audience — we couldn't have asked for more."

— **Carol Ann Seney** Director of Events, U.S. + Canada for Marriott

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

— **Judy H.** CEO Leadership Summit

TECHNOLOGY & INNOVATION

Microsoft · Amazon · Adobe · HubSpot · Verizon ·
AT&T · Twilio · Nextiva · Siemens · Ericsson ·
Sysco · Frontier Communications · NASA ·
Forbes · SXSW · HighLevel

EDUCATION & GLOBAL FORUMS

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Purdue University · Bentley University · St. Gallen
University · Health Coach Institute · Kuwait
University · Global Entrepreneurship Summit
(Malaysia) · PowerMBA · One Squared · Cannes
Lions · NCMPR

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Toyota · SpartanNash · Movado · Haggar · Shaw
Floors · Lowe's · UnleashWD Innovation Summit ·
US Navy

FINANCIAL SERVICES & CONSULTING

Chase · Mastercard · Prudential · TransAmerica ·
TIAA · AgFirst · HollisWealth · Financial Brand
Forum · McKinsey & Company · Bain & Company

DIRECT SELLING & NETWORK MARKETING

Tupperware · Amway · Mary Kay · Younique ·
USANA · Arbonne · Neora · Thirty-One Gifts ·
Amare Global · Close to My Heart · Jazzercise

LEADERSHIP, FRANCHISE & ENTERPRISE CULTURE

YPO · Vistage · Disney · Marriott · Bloomberg · D
CEO · Dippin' Dots · DFW International Airport

ASSOCIATIONS & CONFERENCES

American Marketing Association · Direct Selling
Association (U.S. & Canada) · American Rental
Association · ASAE · First Nation Manitoba ·
YMCA · BlogWorld & New Media Expo · Exhibitor
Live · Digital Summit Series · US Travel
Association · SAGE · Texas Women's Conference
· SEMA · HARDI · Association for Creative
Industries · Million Dollar Round Table (MDRT) ·
Recreational Boating & Fishing Foundation ·
PIMA

HEALTHCARE & LIFE SCIENCES

Aeroflow · The American Association of
Aesthetic Medicine and Surgery · Aga Khan
Network · Basata · AGBT · Tetrascience ·
Unlimited Tomorrow

REAL ESTATE & DEVELOPMENT

Emaar · Zillow · RealPage · John Burns Real
Estate Consulting · Argo

Recent Videos



Main Video: Unlocking AI-Powered Customer Experience

vimeo.com/1084392284



How Shama Personalizes Content for Each Audience (15-minute clip)

vimeo.com/1175813365



How to Compete and Grow with AI

vimeo.com/988883768



Generational Selling: How to Win with Gen Z and Alpha Customers

vimeo.com/988884724



New Rules of Influence: How to Accelerate Innovation and Growth

vimeo.com/988884258



Shama on Fox Business with Cavuto

youtube.com/watch?v=fMlIXNZPTZQ

Headshots & Stage Photos

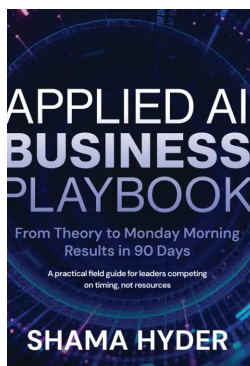
High-resolution headshots and stage photos: [Google Drive folder](#). More images available upon request.

Shama's Books



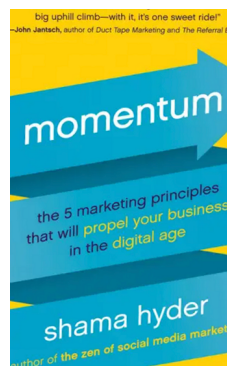
Six Signals

Simon & Schuster, 2027



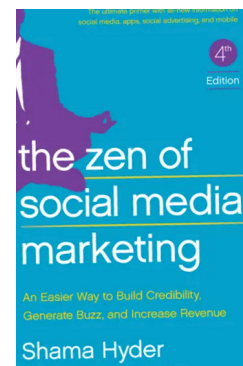
Applied AI Business Playbook

Full ebook at
shamahyder.com



Momentum

Bestseller



The Zen of Social Media Marketing

Bestseller

🔥 HOW TO HIRE SHAMA

Every engagement is customized to your audience, your industry, and the outcome you need, from a single keynote to a multi-day program.

Speaking Formats

- Keynote Presentation (45–60 minutes)
- Emcee & Executive Panel Moderator (1–3 days)
- Interactive Workshop (2–4 hours)
- Rewired AI Workshop (half-day or full-day)
- Executive Briefing (90 minutes)
- Virtual / hybrid options available

Fees

Engagement	Fee
Keynote — East Coast	\$25,000
Keynote — West Coast	\$30,000
Keynote — International	Please inquire
Virtual keynote	\$15,000

Travel: Flat \$3,000, all-inclusive (airfare, hotel, and ground transportation). No itemized travel expenses are billed. Shama travels from Miami, Florida.

Commission: Fees are gross and fully commissionable.



SHAMA HYDER SHAMAHYDER.COM

See you on stage.

“

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

— Judy H.
CEO Leadership Summit

Booking

For availability, holds, and program consultation:

team@shamahyder.com