

Lena L. West is an award-winning social media consultant, blogger, speaker, journalist, technologist and the Founder of Real Women Do Social Media, the only social media training initiative created exclusively for women business owners.

She is also the Founder, CEO & Chief Social Media Strategist at xynoMedia, a social media consulting, implementation and development firm that helps women-owned and led companies profit from the power of Social Media and the Internet. West says, "What makes xynoMedia different is we don't just offer some of the best marketing ideas and strategy in the industry, we can uniquely identify with women CEO's. We know they need strategies that cut to the chase and produce results not just now, but RIGHT now."

As a certified technical expert, West learned about the intricate aspects of computers and networking while consulting with Fortune 500 companies such as IBM, Pitney Bowes, Philips Magnavox, Hyperion Software and MasterCard International. After cutting her 'technical teeth', she founded xynoMedia in 1997.

West's expertise has been widely acknowledged. She is the winner of several business awards, among them: The Network Journal's "40 Under Forty", AlleyCat News' "25 Women of Silicon Alley", The Women's Congress' Entrepreneurial Champion for Women in Business and was dubbed an "Entrepreneurial Hero" by NCWIT. West has also been featured as the cover story for publications such as The Westchester County Business Journal and Black Enterprise.

A sought-after writer and speaker, West writes and speaks regularly about the merits and potential pitfalls of social media. She communicates her expertise about social media, web 2.0 and online technologies through Social Media 360, her expert blog on FastCompany.com; her Seriously Social column and blog for Entrepreneur Magazine; as well as feature articles for both InfoWorld and Jupitermedia. She has spoken for American Express, SCORE, National Investor Relations Institute (NIRI), Syracuse University and The Learning Annex.

A firm believer in the adage, "To whom much is given, much is required", West is deeply committed to her pro bono work as well. She sits on the BlogHer Business Advisory Board, the Center for Women's Business Research Advisory Council and the National Advisory Board for The Women's Congress.

West strongly believes that social media is a catalyst to uniting the world's people and will continue to lead businesses and individuals toward greater levels of environmental accountability, social responsibility and corporate transparency - hence her passion for the medium.

xynoMedia's goal is to help make social media easy to use, manageable and worthwhile for women business leaders.

PROFESSIONAL DISTINCTIONS & AWARDS

Forbes Magazine

30 Women Entrepreneurs to Follow on Twitter, 2010

Entrepreneurial Champion for Women

The Women's Congress, 2008

Wizard Academy Graduate

February, 2006

40 Under Forty

The Network Journal, 2002

25 Women of Silicon Alley

AlleyCat News, 2000

BOARD POSITIONS

Center for Women's Business Research Advisory Board

BlogHer Business Advisory Board

The Women's Congress National Advisory Board

ORGANIZATIONAL MEMBERSHIPS

The OpEd Project (alum)

Women Presidents' Organization (WPO)

85 Broads

Smart Woman's Club

Wizard Academy Graduate (founded by world-famous marketer, Roy Williams)

Downtown Women's Club (DWC)

Technology Executives Networking Group (TENG)

PRO BONO EFFORTS

Thylin Olchick Institute for Women's Entrepreneurship/FEES

Center for Women's Business Research

NGO-CSW

National Foundation for Teaching Entrepreneurship (NFTE)

Citizens for NYC

SPEAKING

National Association of Women Business Owners (NAWBO)

"Your Social Media Fulcrum: How to Leverage Social Media to Build Your Brand AND Get More Business"

June 2010

Women's Leadership Exchange

"Social Media & Sales:

9 Easy Things You Can Do Right Now to Get Business"

May 2010

American Express Open Forum and SCORE

Keynote: "Embrace the New - Employing New Marketing Strategies: Social Media Prowess"
May 2010

Women Entrepreneurs of Saskatchewan

Keynote Day 1: "The Who, What, When & Why of Social Media: Merits, Pitfalls & Flying Pigs"
Keynote Day 2: "Go Ugly Early: And Other Crummy but Critical Tidbits I Learned on My Entrepreneurial Journey"
May 2010

Ventureneer

"Women Business Owners:
How to Make Social Media Work for You in 7 Easy Steps"
April 2010

Downtown Women's Club

"Social Capital: Engagement Equals Money"
February 2010

Inc. Business Owner's Council (IBOC) [in cooperation with Inc. Magazine]

Three-city tour
February 2010

American Express Open Forum Conference

"Embrace the New - Employing New Marketing Strategies: Social Media Prowess"
February 2010

Entrepreneurial Women's Network

"Publish or Perish 2.0"
February 2010

Satmetrix – NetPromoter Conference

Telecommunications Track Chair
February 2010

PRSA - Virginia Peninsula Chapter

"Agency Social: The Impact of Social Media on PR"
January 2010

Thy-pin Oltchick Institute for Women's Entrepreneurship/FEES

"Building a Buzz"
October 2009

The Learning Annex

"Make Money Blogging"
October 2009

Belizean Grove/TARA Mini-Conference
"The Reality of the Hip and the Hype of Social Media"
October 2009

Business Women's Forum
"Social Media Spaghetti:
The Bare Minimum You Need to Know to Untangle it All"
September 2009

Ventureneer
"Stop Wasting Time with Social Media"
September 2009

The Smart Woman's Club
"All About Blogging"
August 2009

Women's Leadership Exchange
"Social Media & Time Management: Who Has the Time"
Philadelphia Conference - July 2009

National Association of Women Business Owners (NAWBO)
Annual Conference in Chicago
June 2009

Thyphin Oltchick Institute for Women's Entrepreneurship/FEGS
"Marketing Your Business in Tough Times Through Social Networks"
April 2009

Business of Community Networking
"The Chicken or the Egg: The Real Deal About "Viral" Marketing"
March 2009

Rockland Business Association
"Stop Wasting Time with Social Media"
March 2009

NetPromoter Conference Track Chair
"Creating Culture through Employee Practices" Track
January 2009

BDI's Real Time Communications Conference
"Real-Time Triage: Using Social Media to Emerge from a Crisis with a
Stronger, Smarter Brand"
January 2009

SSS Leadership Foundation (private leadership foundation for women)
"What It Takes to Be a Leader in Social Media"
January 2009

The Mailorder Gardening Association Conference
"Developing a Social Media Strategy That Works for Your Business"
January 2009

Teleseminar with best-selling author Barry Moltz
"Social Media Bounce!"
December 2008

Make Mine Pink webinar series
"Take Control of Social Media"
"Take Control of Business Management"
"Take Control of Marketing"
"Take Control of Public Relations"
December 2008 - January 2009

The Principal Financial Teleseminar
"Get Wired into Social Networking"
December 2008

Downtown Women's Club Teleclass
"Social Media & Time Management: Where Do I Find the Time?"
November 2008

Women President's Organization
"Social Media Basics"
October 2008

Association for Women in Communications National Conference
"Your Social Media Radar: Separating the Wheat from the Chaff"
September 2008

Make Mine Pink Conference
Keynote – "Go Ugly Early"
General Session - "Business 2.0: Painlessly Use Blogs & New Online
Technology to Make Your Business Grow"
September 2008

IZEAFest
"Social Networking: What does it do for you?"
September 2008

Social Media Summit (Advanced Learning Institute)
"Advanced Social Media Strategies: How to Make Social Media Work for Your
Organization" and "Social Media for Internal Corporate Communications"
June 2008

MarketingProfs Business-to-Business Forum 2008
"Social Media Hot Seat"
June 2008

Executing Social Media - Communitelligence
"Effective Social Media Strategies"
May 2008

Women Impacting Public Policy (WIPP)
"The New Internet: What Does All This 'Blog Stuff' Really Mean for My
Business?"
May 2008

Center for Women's Business Research
"Research to Roadmap – Indicators of Progress"
May 2008

BlogHer Business
"Overcoming Internal Objections 101"
"Ask the Expert: Overcoming Internal Objections"
April 2008

Social Media Summit (Advanced Learning Institute) – Toronto, Ontario
"Social Media 102: Making Your Web 2.0 Action Plan Real"
March 2008

Hearst Publications - Country Living Magazine's Women Entrepreneurs Conference
"Make the Web Work for Your Business"
March 2008

Westchester County Association/Stark Small Business – White Plains, NY
"The New Internet: How Social Media is Changing Everything You Thought
You Knew About Doing Business Online"
March 2008

South by Southwest (SXSW)
March 2008

The Women's Congress – Miami, FL
"Social Media for Entrepreneurs"
"Social Media for Corporate Executives"
January 2008

Thylin Oltchick Institute for Women's Entrepreneurship/FECS
"Websites that Work! Keep Your Customer's Attention"
January 2008

National Investor Relations Institute – Phoenix, AZ
"Business Blogs – How Can You Use Them (or Effectively Deal with Them) to
Your Company's Advantage?"
November 2007

National Investor Relations Institute – Denver, CO
“The Blog Zone – Financial Blogs Explained”
November 2007

PostieCon (Izea/PayPerPost) – Las Vegas, NV
“Building Blog Value and Traffic”
November 2007

Social Media Summit (Advanced Learning Institute)
“Social Media School of Hard Knocks: How to Avoid the Most Common Social Media Sand Traps” (with Josef Katz, Director of Marketing, Trump University)
October 2007

“Advanced Social Media Strategies: How to Make Social Media Work for Your Organization”
October 2007

Entrepreneurial Women’s Network
“Practical Technology Know-How for Your Business”
September 2007

Thyphin Oltchick Institute for Women’s Entrepreneurship/FEGS
“How to Start an Online Business”
September 2007

Overseas Private Investment Corporation (OPIC)
Keynote: “Leveraging Technology for Global Business Growth”
September 2007

BlogHer Business
“How to Measure Social Media ROI”
“Successful business Blog Case Studies: Why They Win and What You Can Take Away”
“Ask the Expert: How to Integrate Social Media Tools into Your Existing Technology Infrastructure”
March 2007

Small Business Technology Summit
“Business & Technology: Growth Strategies that Work”
February 2007

Association for Women in Communications (AWC Westchester/Fairfield)
“What’s New? What’s Hot? What’s Necessary? What’s Not?”
November 2006

Association for Enterprise Opportunity (AEO)
Co-Keynote
October 10, 2006

Women's Enterprise Development Center (WEDC)
"e-Commerce Basics"
April 24, 2006

National Minority Business Council, Inc. (NMBC) Women's Business Committee
"Growth through Procurement: Growth through Technology"
October 7, 2004

"How to Use Technology Grow Your Business"
PR LEADS guest technology expert (teleclass)
September 17, 2004

Global Diversity Business Exchange: Tour for Success 2004
"Better Technology for Better Business"
May 2004

Syracuse University Collegiate Science & Technology Entry Program
March 2004

AWED Women in Business Conference 2004
Keynote: "Leveraging Technology for Business Growth"
December 2003

"Maximizing Technology for Business Growth"
Annie Jennings Public Relations guest technology expert (teleclass)
December 2003

New York City Mission Society's Lady Roc "Set It Off!" Program
October 2003

"How to Cure the Technology Blues: Got Technology Pain? Here's the Cure!"
Prime Strategies guest technology expert (teleclass)
July 2003

National Foundation for Teaching Entrepreneurship (NFTE)
Rotating Guest Speaker
April – July 2003

Non-Governmental Organization-Commission on the Status of Women
(NGO-CSW) Conference
"Women & Information Communication Technologies"
The United Nations
March 2003

WAMC Radio – 51Percent Show
Guest technology expert
August 2002

Tavis Smiley Presents!
Blacks in Technology -- e-inclusion: Making a Digital Difference

"Women in Technology"
February 2002

Bloomberg Radio Report
"Technology Security"
October 2001

SCORE e-Commerce workshop
June 2001

African American Women in Business Conference (AAWIBC)
Annual Technology Speaker
2001-2003

African American Chamber of Commerce of Westchester & Rockland Counties
eCommerce Conference
March 2000

WRITING

FastCompany.com
InfoWorld.com
Entrepreneur Magazine
Jupitermedia (Ecommerce-Guide.com & SmallBusinessComputing.com)
SmallBizTechnology.com
Women & Biz
Lipsticking.com
The Network Journal
The KIP Business Report
EmergingLeader.com

MEDIA COVERAGE

Partial List:

Forbes Magazine

March 2010

The Kitchen Table Entrepreneur Radio Show

March 2009

Business Insanity Podcast

February 2009

Entrepreneur Magazine (print)

"Featured Blogger"

September 2008

Colorado Biz Magazine

Valley PR Blog

BlogSquad Blog

Consultant's News (Kennedy Information)

March 2007

Sformo Radio – 1010 WGUN Atlanta

October 2006

Efficio Radio Show

October 2006

The Wall Street Journal

"How to Get Attention in a New Media World"

September 2006

Entrepreneur Magazine (print)

"Field of Dreams"

August 2006

USA Today – Business/Money Section

May 2006

USA Today Small Business Connection Blog

"Three Questions for an Entrepreneur: Hiring & Technology"

May 2006

Black Enterprise

"Mobile Computing"

March 2005

IT Manager's Journal
"Utility Computing"
January 2005

MBE Magazine
"The Offshoring of America"
September/October 2004

Profit (Oracle's Magazine)
"Instant Messaging or Instant Mess?"
August 2004

Inc. Magazine
"Everyone's a Critic"
July 2004

Black IT Professional (BDPA)
"Top Women in Technology"
Inaugural Issue 2004

ABC World News NOW
March 2004

Entrepreneur Magazine (print)
"A Matter of Culture"
November 2003

The Network Journal
"40 Under Forty Dynamic Achievers"
June 2003

Black Enterprise
"Weathering the Storm: Three African American Women Take on the High
Tech World"
Cover story - January 2002

Complete List:

ABC World News NOW (television)
Inc. Magazine
Forbes Magazine
Fortune Small Business Magazine
Consultants News (Kennedy Information)
iQ Magazine
Entrepreneur Magazine
Profit (Oracle's Magazine)
New York Newsday
Colorado Biz Magazine
Small Business Technology Magazine
Computerworld Magazine
Small Biz Growth Magazine

Bay Area Business Woman Newspaper
Black Enterprise
Telecommunications Development Fund Magazine
Westchester County Business Journal
Alley Cat News Magazine
Nosotras Magazine
The Wichita Eagle
IT Manager's Journal
TechRepublic.com
ITWorld.com
1099.com