

CEO Biography

Lena L. West is an award-winning social media consultant, blogger, speaker, journalist and technologist.

She is also the CEO & Chief Strategist at xynoMedia Technology, a consulting firm that helps business-to-business companies harness the power of social media to consistently increase thought leadership, online revenues and visibility. West says, "Our mission is simple: make social media easy to use, manageable and worthwhile."

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" and The Women's Congress' Entrepreneurial Champion for Women in Business. 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 technology. She communicates her expertise about social media, web 2.0 and online technologies through Social Tech, her blog on InfoWorld.com; her TechForward column and blog for Entrepreneur Magazine; as well as feature articles for both InfoWorld and Jupitermedia. She has spoken for the Overseas Private Investment Corporation (OPIC), National Investor Relations Institute (NIRI) and Syracuse University.

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.

She is a member of the Women Presidents' Organization (WPO), Technology Executives Networking Group (TENG) and the Downtown Women's Club (DWC).

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 corporations.

PROFESSIONAL DISTINCTIONS & AWARDS

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

Women Presidents' Organization (WPO)
Downtown Women's Club (DWC)
Technology Executives Networking Group (TENG)
Westchester Information Technology Cluster (WITC) - past

PRO BONO EFFORTS

Thy-pin Oltchick Institute for Women's Entrepreneurship/FEES
Center for Women's Business Research
NGO-CSW
National Foundation for Teaching Entrepreneurship (NFTE)
Citizens for NYC

SPEAKING

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

Thypin Oltchick Institute for Women's Entrepreneurship/FEGS
"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

Thypin 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

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:

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
"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
"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
Fortune Small Business Magazine
Consultants News (Kennedy Information)
iQ Magazine
Entrepreneur Magazine
Profit (Oracle's Magazine)
New York Newsday
Colorado Biz Magazine
Small Biz Computing Magazine
Small Business Technology Magazine
Computerworld Magazine
Small Biz Growth Magazine
Bay Area Business Woman Newspaper
Black Enterprise
The Network Journal
Telecommunications Development Fund Magazine
Westchester County Business Journal
Westchester County Business Journal – Techonomy section
Alley Cat News Magazine
Nosotras Magazine

The Witchita Eagle
IT Manager's Journal
TechRepublic.com
Office.com
The Network Journal
NetBusiness.com
NetworkWorldFusion.com
ITWorld.com
1099.com