

startupZone
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STARTER

GDAŃSK

SUSAN LINDNER

CEO | ENTREPRENEUR | SPEAKER

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Energize your audience
into action

SUSAN'S STORY

We've all heard the terms before, the buyer's journey, the path to success, building a better business culture. And there are hundreds of speakers and books on these topics.

Susan Lindner will actually take you on the leadership journey, help you build your culture, and set you on the path to success--because she's been there.

Trained as an anthropologist who has traveled and worked in more than 40 countries, Susan understands culture and how to communicate across industries and boundaries. As the CEO and founder of an award-winning PR, marketing and branding agency, she knows the precise steps needed to build a brand and grow a business. As a comedian, she knows the value of stories and humor as the best teachers. Roll them all together and you've got the perfect keynote speaker and workshop leader. An insightful business mind, Susan has developed practical tools that you can implement immediately to guide you an impactful change.

Thousands of individuals and hundreds of companies have experienced the impactful and world-changing guidance of Susan's practical presentations and workshops. Join Susan on the journey to impact, you won't just reap the rewards of success, you'll enjoy the entire ride.

Education

Dickinson College
Degree in Anthropology
& Comparative Religion

Universidad de Costa Rica
Liberation Theology

GOLDMAN SACHS 10KSB

Expertise

- Branding
- Marketing
- PR
- Storytelling
- Leadership
- Mentor to Domestic and International Startups

Fun Facts

Countries Susan has

Traveled to **40+**
Hitchhike through **6**
Motorcycled through **2**



Susan has spoken to
companies from over

60
COUNTRIES

500+ Speaking Events

700+ Companies from 60+ countries

250,000 Conference and event attendees

SPEAKING EXPERIENCE

Susan leads intimate workshops for executives and founders and keynotes some of the largest tech and innovation conferences in the world. In the last two years, Susan has spoken to more than hundreds of thousands of conference and workshop attendees worldwide.

Startup / Corporate

- PWC
- Capital One
- Deutsche Bank
- Viber
- Microsoft Ventures, Israel
- Google Campus, Israel
- InfoShare, Poland **[Keynote]**
- iOFFICE **[Keynote]**
- Global Entrepreneurship Week
- Global Student Entrepreneur Awards
- Entrepreneurs' Organization [multiple chapters]
- Euratechnologies, Lille, France
- Techne Summit, Alexandria, Egypt
- VentureOut NY [Mentor]
- WeWork

Academic / Culture / Non-Profit

- Manhattan College
- NYU Stern School of Business
- NYU Graduate School of Journalism
- Move the Crowd

International Chambers / Agencies

- B. Amsterdam
- Belcham
- Dutch American Chamber of Commerce
- French American Chamber of Commerce
- German American Chamber of Commerce
- Innovation Norway
- Italian Trade Agency
- Invitalia
- Polish Consulate
- Proexport Colombia
- Quebec Government Office
- Swissnex
- German Accelerator [Mentor]
- Extenda - Trade & Investment Agency of Andalucia, Spain



SPEAKING TOPICS & WORKSHOPS

Move past theoretical presentations. Dive into interactive guidance that provides practical information and motivates participants to take immediate action for impactful change and growth. Bring Susan on your journey to success. Today, more than 700+ companies—from startups to Fortune 100s, from more than 40 countries around the world—have experienced what it means to make real impact today.

All of these topics are available as 1 hour key notes, half day and full day workshops.

Impactful Storytelling for Innovators & Disruptors™

Disruption is seismic. It triggers new growth, products and amazing market opportunities. And it offers layoffs, political infighting, and destruction. How do leaders get teams and customers to follow them in light of massive change and an uncertain futures? By cracking the code on history's greatest storytellers, Susan gives leaders a blueprint for creating their own stories that offer a vision, message, and path that all stakeholders can follow – with religious zeal. Whether you're a corporate innovator or startup disruptor, this talk is the critical link that lets you communicate your ideas and turn a message into a movement that others will follow.

Take the Impact Back to Your Team:

- ▶ Using current business cases, learn top CEO's are crafting stories that move audiences to embrace disruption
- ▶ Get a step-by-step guide to telling your personal story of innovation and why followers should care
- ▶ Learn how leaders empower teams to create killer visuals, viral social media and the support of the press who want the scoop on your innovation.

Mastering Credibility in a New Market™

Breaking into a new market requires three things: trust, credibility and connection. Whether it's a new geography like the US, a new vertical or demographic group, you need a framework that makes you stand out and connect with customers, influencers, and the press.

Experience the Impact:

- ▶ Learn the breakthrough positioning technique to stand out in a new market
- ▶ Tap into the core emotion that connects with prospects
- ▶ Tap the media to make a splash and put competitors on notice

Mastering the Message™

Just having a great product or service is not enough to gain traction with your key prospects or stakeholders. Before embarking on a successful sales or marketing campaign, you need a powerful message that reaches your targets.

Experience the Impact:

- ▶ Get the formula to find your WHY
- ▶ Craft your message using our trademarked algorithm
- ▶ Learn how to powerfully share your message, verbally, in marketing and sales materials and as talking points with the press.

7 Day PR Plan™

Whether you're a product or division manager, entrepreneur or marketing pro, positive PR can skyrocket your business and your career, if you do it right. This fast-paced interactive discussion distills 15 years of award-winning PR expertise into creating your own plan in just 7 days.

Get the Impact:

- ▶ Learn what's news, what's not and how to matter more
- ▶ Build your media list while getting deep knowledge on your competitors
- ▶ Turn reporters into your close contacts
- ▶ Develop killer pitches that get you interviews, coverage and leads

Mastering the Media™

Getting in front of the media is tough. Getting the right message across to seasoned or inexperienced reporters is harder. Even the most experienced spokesperson can get caught off guard. Through a multi-media presentation and mock interviews, you'll take the mic at your next TV or phone interview with the confidence to master any media situation. This workshop has been honed from more than 15 years of media training to 100's of executives around the world and has been taught at the New York University Arthur L. Clark Graduate School of Journalism.

Take the Impact to the Press:

- ▶ Remove the fear of public speaking, especially to the press
- ▶ Learn to identify the different kinds of reporter styles
- ▶ Master the techniques to effectively prep and deliver your message
- ▶ How to create sound bytes that stick in the press and carry on
- ▶ Turn reporters from adversaries into allies by giving them what they need to succeed



"As a seasoned PR, branding and expert marketer, Susan knows how to connect with her audience... Susan blew away a group of Belgian startups we had visiting Belcham with her Mastering the Message workshop, so we invited her to hold her 7-Day PR Plan workshop to Belcham members, who also gave her rave reviews. Her talks are fun, energetic and actionable. I appreciate that she gives our members—from startups to Fortune 100 companies—immediate take home value. So when it came time to revamp our own messaging at Belcham, we consulted Susan without hesitation. If you need a speaker, workshop leader or to kick your own message into high gear, you won't find a more qualified marketer out there."

—Bieke Claes, Managing Director BelCham

"Through more than 500 companies coming through our program from more than 60 countries, Susan is by far our highest ranked speaker, and the one attendees wish they had more time with. We love her because she gives companies immediate take-home value that they apply to their companies in that moment. Her lessons are instant and transformative."

—Brian Frumberg, CEO VentureOutNY

PRESS & TESTIMONIALS

■ The Huffington Post

Women in Business Q&A: Susan Lindner,
Founder, Emerging Media

■ Mashable

How to Create Your Best Digital Marketing Campaign

■ Culture Radio

Tell Your Company's Story Using PR

■ Entrepreneur

The Perfect Formula to Build Your Brand

■ Significant Business Results

Susan Lindner on Building Your Brand

■ TEND Strategies

Creating And Connecting That Killer Message

■ Move the Crowd

Harness the Power of PR

■ SmartCEO's Brava Award for Top Women CEO's

2014 New York SmartCEO Brava Awards

"Susan Lindner is a valued partner to Innovation Norway. We turn to Susan to help our Norwegian startups with their sales messaging and PR strategies, and she never fails to deliver. Susan has the exceptional ability to help entrepreneurs refine their value proposition and succinctly articulate their strengths. Can't recommend her enough!!"

—Antonio Raposo, Sr. Advisor, US Market, Innovation Norway

"I met Susan at a fantastic presentation she gave called 7 days PR plan. An intelligently designed presentation with take aways that are immediately actionable. I have seen many presentations like these, but she was by far one of the most engaging and entertaining while bringing real value. I will definitely think of her to share her knowledge if the opportunity comes at my next conference events or podcast episodes."

—Amel Derragui, Business and Marketing Advisor, Founder of Tandem Nomads

"Susan's Mastering the Media training enabled me to handle media engagements in more than 15 countries and across different media types. My training ensured that I'm able to manage tough (and often aggressive) questions, think on my feet, and give the answer that best serves my message and my organization. Moreover, I have learned skills that helped me become a better overall communicator, whether I'm giving a speech to a thousand people, addressing a fifteen-person Board of Directors meeting, or simply talking to my little girls. I highly recommend Susan Lindner to anyone who needs to handle the media and wants to become a better communicator."

—Samer Kurdi, Member of Board of Directors at Johns Hopkins Carey Business School
Innovation Factory

For bookings and more information, contact hello@susanlindner.com