ABOUT SUSAN

Susan Lindner believes that incredible connections change the world. As the CEO and Founder of Emerging Media, an award-winning PR • Marketing • Branding • Social Media agency, she develops breakthrough strategies that connect clients to the right media, communities, influencers and prospects. According to her clients, Susan is relentless in pursuing the game-changing opportunities that achieve her clients’ business goals.

Susan has spoken at more than 60 US and international events in the last two years, speaking about the marketing of disruptive companies across domestic and international markets. Using PR, Branding, Content and Social Media marketing, Susan shows corporate and startup audiences how to change the conversation and make lasting, memorable and profitable connections.

Winner of the 3 Golden Bridge Awards, SmartCEO Magazine’s Brava Award for Top Women CEO’s in NY, PR News’ Digital PR Awards, American Business Awards Mentor of the Year and Best in PR’s Mobile & Wireless. Susan gives back to the entrepreneurial community as a mentor to young domestic and international startups at VentureOut NY, and as a judge at premier competitions like NY Tech Week, The Mashies and many more.

Prior to her 15 years in marketing, Susan worked on women’s health issues as an epidemiologist and anthropologist in HIV/AIDS at the Centers for Disease Control/NYC Department of Health, as a researcher in NY’s top hospitals and as a consultant and social development officer with international non-profits in Thailand, Myanmar and Laos.
Susan leads intimate 20 person workshops for executives & founders, or as speaks as a keynote speaker to 5000 attendees at the largest tech and innovation conferences in the world. In the last two years, Susan has spoken to more than 7000 conference and workshop attendees worldwide.

**Startup / Corporate**
- Microsoft Ventures, Israel
- Google Campus, Israel
- InfoShare 2016, Poland [keynote]
- Global Entrepreneurship Week
- Global Student Entrepreneur Awards
- Entrepreneurs' Organization [multiple chapters]
- Euratechnologies, Lille, France
- Techne Summit, Alexandria, Egypt
- VentureOut NY [mentor]
- WeWork
- Workshop in Business Opportunities

**International Chambers / Agencies**
- Belcham
- Dutch American Chamber of Commerce
- French American Chamber of Commerce
- German American Chamber of Commerce
- Innovation Norway
- Italian Trade Agency
- Polish Consulate
- Proexport Colombia
- Quebec Government Office
- Swissnex

**Academic / Culture / Non-Profit**
- Manhattan College
- NYU Stern School of Business
- NYU Graduate School of Journalism
- Move the Crowd
SPEAKING TOPICS & WORKSHOPS

All of my talks are ACTIONABLE – with instant learning, tools to share with teams and homework to start deploying the lessons immediately. It’s theory turned to practice in each powerful talk.

Mastering the Message
Just having a great product or service is not enough to gain traction with customers, influencers, investors, partners, suppliers or the media. You need to know your message and own it. This workshop will give you the formula to begin to understand your “WHY”, craft your message and speak it clearly to audiences. Then you’ll take that message back the office to use it in your web copy, marketing collateral and talking points for the press. It’s the foundation of your sales and marketing communications. Get ready to dig deep and find your message.

7 Day PR Plan
You know you need to do it: Make a plan for your public relations strategy. How do you start? Where do you find the top reporters? How do you pitch them? What do you do with the coverage? Fear no more. Join Susan who has helped US and international startups with their branding, PR, marketing and social media for more than 15 years. This is not a lecture. This is a hands-on workshop will help you craft your PR Plan in just 7 days. Experience real-world PR learning that you and your team will be able to execute on immediately.

Establishing Credibility in a New Market
Breaking into a new market – whether a new vertical, new geography or demographic group – takes finesse, research and more than anything credibility with the influencers in that market. Learn how to identify, attract and gain the 3rd party validation that opens doors across social media, the press, the public and the ivory tower pundits who can make or break you.

Storytelling for Innovators & Disruptors
You’re changing the world. Maybe you’re even disrupting a whole marketplace with dreams of being the next Uber or AirBnB. How will you be heard in a world of big players who would prefer to crush you, rather than lift you? Great stories. This talk is a case study-driven, step by step guide to getting your voice heard with that narrative that starts with your WHY and develops with killer visuals, viral social media and the support of the underground and eventually mainstream press who want the scoop on your potential. Whether you’re a corporate innovator or startup disruptor, this talk is all about enabling your innovation to rise to the surface and boldly take your ideas. This is about making moves and movements that matter.

Mastering the Media
Getting in front of the media is tough. Getting the right message across to seasoned or inexperienced reporters is even harder. Even the most seasoned spokesperson can get caught off guard. In this talk or workshop, you’ll learn to remove the fear of public speaking, proceed with the ultimate confidence and learn the necessary skills to master any media situation. Our workshop has been honed from more than 15 years of media training, to executives around the world and is taught each semester at the NYU Arthur L. Clark Graduate School of Journalism.
PRESS & TESTIMONIALS

✔ The Huffington Post
Women in Business Q&A: Susan Lindner, Founder, Emerging Media

✔ Mashable
How to create your best digital marketing campaign

✔ SmartCEO
2015 Brava Awards Winner: Susan Lindner

✔ 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

“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

“Susan is a valued partner to Innovation Norway. We turn to Susan to help our 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, US Senior Advisor, Innovation Norway