

# Lauren Keyson

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A visionary communications professional with demonstrated success in corporate, client, and media, who creates and delivers innovative, cutting-edge content, PR and communications for all areas of business.

- PR
- Writing and placing by-lined articles
- Research and interviewing
- Custom content creation and curation
- Corporate and client communications
- Strategic communications planning
- Creative content for websites and blogs
- Social Media

## EXPERIENCE

### Founder / CEO | Disruptive Technologists Inc. | 2011- Current

- Founder and CEO of the not-for-profit [Disruptive Technologists, Inc.](#)
- Founder, writer, and publisher of [DisruptiveTechnologists.com](#), incorporating published digital content for the web, newsletters, podcasts, quarterly events in partnership with Microsoft, webinars, Think Tank events & dinners with some of the most disruptive voices in technology today, as well as a large social media network.
- CEO of the expert Think Tank, NYC Disruptive Technologists Council (NYCDTC)
- Founder of the Meetup organization [Disruptive Technologists in NYC](#).

### Founder / CEO | Keyson Publishing LLC | 2010-Current

A respected consultancy firm specializing in technology, finance, and travel. Helped increase companies' sales through strong writing, product creation, PR, and content curation. Some clients include:

**The UC Berkeley HAAS Business School Alumni NYC Chapter:** Communications Director.

**University of California Alumni Association:** Communications officer. Managed social media for UC Berkeley Alumni Club of NY, website, monthly newsletter and calendar. Created Cal sports blog.

**Fintech Studios:** Communications and brand consulting.

**New York Technology Council:** Journalist specializing in social media, blogging, writing, content for technology think tank.

**Reuters:** Created and wrote Reuters Tech Briefing, an online technology publication.

**NYConvergence:** NYC Tech journalist.

**Lotinfo, A GIS Software Company:** Managed social media, communications, and writing.

**Chili Systems:** Developed public relations and marketing campaign that included creating, scripting and producing a monthly television broadcast for NYC public TV station. Secured an average of 10 print, web and radio media monthly.

### Communications Director | Ultimate Escapes | 2004-2010

- Created and designed member newsletter for luxury travel club .
- Created and distributed the company's first employee newsletter.
- Created the company blog and influencer program with travel and luxury bloggers.

- Created and wrote weekly online travel columns in major publications increasing reach of branded content by 20%.

#### **Public Relations Manager | SNL Financial | 2004-2008**

- Developed and implemented complete public relations programs that successfully obtained an average of 60 hits per month and built strong media relations.
- Secured 20+ interviews per month for SNL's industry researchers with top online and print publications, such as The Wall Street Journal, The New York Times, USA Today, Financial Times, Barron's and Forbes.

#### **Director of Digital Publishing | Instinet Inc. | 2000-2002**

- Developed, wrote and edited new fintech publications for ongoing print and digital communications, increasing Instinet engagement and subscribers: ResearchWorks, InstinetResearch.com, and Research Monthly.
- Developed and managed PR.

#### **Vice President, Publishing | Multex.com | 1997-2000**

- Created, wrote, and marketed online and print products: The Internet Analyst that grew circ. to 1.5m; Industry Investing Reports, with a circ. of 300,000; The Telecom Analyst, growing circ. to over 1.25m; and other industry investing reports and indexes.
- Created weekly columns for major national publications including USA Today, Barron's, Financial Times, The New York Times, The Wall Street Journal, the LA Times and Forbes.
- Directed and managed a team of 20.
- Networked with technology and financial analysts, research directors and industry executives.

#### **Managing Editor | Buyside Magazine | 1994-1998**

- Planned, created, and strategized editorial direction and focus for buy-side investment magazine growing circ to 50,000.
- Built successful editorial department of 8 direct staff and 15 freelance writers.

#### **Editor / Journalist | Bay Area Business Journals | 1990-1995**

- Writer/Editor for Sonoma Business Journal, Napa/Solano and Bay Area Business Journals.
- Created, developed weekly business magazine in the Sonoma County Tribune.

### **AWARDS AND ACCOMPLISHMENTS**

Entrepreneur in Residence: [NY Institute of Technology Center for Entrepreneurism](#)

Venture in Residence: New York Institute of Technology 2012-2016

Board Member, Graduate Division: University of California, Berkeley 2005-2014

Volunteer Firefighter: Town of Greenburgh, NY 2002-2005

U.S. Entrepreneurial Idea of the Year Award: Reuters New York 2001

### **EDUCATION**

International Academy of Design and Technology: Associate of Science Degree

Stanford University: Publishing Certificate

UC Berkeley: BA, Major: Political Science