

## Lauren DeLisa Coleman

Digi-Cultural Trend Analyst and Contributor to MSNBC, Forbes, & Inc.

A digi-cultural trend analyst, author, speaker, and consultant, Lauren deLisa Coleman is a leading expert at deciphering and forecasting power trends and public sentiment within the intersection of popular culture and emerging tech and the impact of such on business and governance—with a unique focus on millennials. She helps brands and politicians understand how to create messaging and content that better resonates with today's tech-savvy, pop culture millennial consumers and constituents by providing forecast, analysis, and insight into cultural trends, attitudes, and behavior as it all intersects with emerging tech usage.

Through the lens of what she calls "the rise of the leaderful,"; a cultural shift exemplified by a new spirit of collectivism and increased individual empowerment via a decentralized, networked era, she provides a unique voice. Her work is based on her team's micro-sociology research, her books, *Rise of the Smartpower Class*, which was recognized as one of Amazon's best new media studies books, and the 2016 update of that book, *America's Most Wanted: The Millennial*, as well as via her background as a successful, international digital entrepreneur with over 14 years of experience.

Lauren founded Lnk Agency, a diversified consulting and media company fostering idea and concept marketing and communications strategy with ventures integrating music, film, post-cable television, technology, politics, and social justice for the new millennial tech class. Lnk specializes in the 18 to 34 year old demographic, which is currently the largest and most diverse population segment worldwide.

Lauren is also the founder emeritus of Punch Media Group, an edgy digital content development and strategy consulting company with offices in both the US and Europe that specialized in reaching 18 to 34 year old individuals across mobile phone and emerging tech platforms. The PMG corporate mission was achieved in helping businesses cultivate profitable ideas and strategy utilizing mobile technology and emerging technology and integrating that into their existing business. Under her relentless guidance and her ability to sense cultural cues early on, the company created a track record of successful account management, data analysis, relationship management, and metrics achievement through mobile phone application development, QR tags, mobile commerce, and more. Lauren succeeded in creating a leading company specializing in reaching the biggest and most frequent user of mobile/emerging tech today: Hip, diverse demographics. She has worked with notable clients from Microsoft to Jay-Z and Snoop Dogg providing trend consulting, mobile strategy, pop culture marketing, and live event production, and has even been the force behind client revenue increase of up to 87% within a specific category. She was the first to decipher pop culture trends by mashing-up notables in politics, tech, and entertainment in her on-line video talk series, entitled *HD*, which is distributed via a limited edition Comcast web text platform. Prior to starting Punch Media Group, she was employed at Viacom/MTV Networks tapping into trends early in order to connect with influencers across the world

Lauren has contributed to many major media outlets, such as the *Daily Beast*, CNBC.com, *The Next Web*, *Business Insider*, and *Campaigns & Elections*. She is a guest commentator on MSNBC, among other media outlets, as well as a columnist at *Inc.* magazine, and a contributor at *Forbes*. She speaks professionally on the above topics all around the world. She has been featured as guest lecturer at Columbia University and moderated a number of panel

discussions both in the US and abroad.

She is on the advisory council of the Barnard College Entrepreneur Group, and she has been a participant of the Mobile Marketing Association's Global Smarties Council to select the best in mobile marketing creativity and effectiveness. In addition, Lauren is also an ambassador for the European Commission's new Futurium tech platform which crowdsources thought to better determine public sentiment.

---

**Leading Authorities, Inc. | 1-800-SPEAKER | [www.leadingauthorities.com](http://www.leadingauthorities.com)**