

Lethia Owens

Lethia is the president and CEO of Lethia Owens International, Inc. and is internationally recognized as a personal branding and social media expert, speaker, author and coach. She uses high value content, dynamic keynote presentations and engaging training programs to show others they too can achieve extraordinary results - if they have the right skills and attitude. Lethia speaks on the topic of "Personal Branding" and "Social Media" for Corporate and Association audiences. She also works with entrepreneurs and organizations to accelerate their business profits using an integrated approach to new media marketing.

Lethia leads clients through a processes that helps them define their brand message and develop a strategy for attracting, connecting with and engaging clients online while generating consistently high value for their friends, fans and followers. Relationship management, Conversation Management and Crowd Conversion are at the core of the social marketing strategies she teaches. Through the use of real-life stories and common sense strategies, she awakens the potential in audiences to think, work and live powerfully and inspires them to be bold, stand out and get noticed.

Lethia has spoken in 49 of the 50 United States and also in Dubai - UAE, London, Muscat, Bahrain, San Juan - Puerto Rico and Canada. She is driven by the hope that everything she touches and everyone she meets is better because she has lived. Lethia holds an M.B.A. in managerial leadership and a B.S. in computer science. She is a Dale Carnegie Institute-certified trainer and earned the organization's highest achievement award in 2001. Among her many professional affiliations, she is a member of the National Speakers Association, International Federation for Professional Speakers, International Coaching Federation, National Association of Female Executives and Project Management Institute.