



# LYNDA TONERY, MBA

CHIEF STRATEGIST  
FOUNDER, TREYEO

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## WHAT CLIENTS SAY

"Lynda had a major impact in progressing our organization to a new vision for using technology and data. I highly recommend Lynda for solving any transformation, data, and team-building challenge - she understands the value of relationships and she is one of the best people I've ever worked with." CEO at AHRC NYC

"Lynda is particularly talented at bringing people together, skillful in managing conflict situations and partnering with large external vendors to accomplish results. She has been a great business partner." Snr. Solutions Architect, AWS

"Lynda is exceptional at conceptualizing, driving, and bringing together cross-functional teams on complex company-wide initiatives, i.e., 30+ brands (Time, People, Sports Illustrated, and Fortune, among others). She is a natural leader with a great communication style." Snr. Digital Analytics Leader, Time Inc.

Let's talk about how we can partner and help you accomplish your goals!

## CONTACT

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## CLIENT CHALLENGES AND RESULTS

- **CHALLENGE (SILOS):** A CEO relayed this to me, "Listen, we've been on a solid path moving the organization forward, but Silos are really killing growth. Our business teams are frustrated with our tech teams, and our tech teams feel overwhelmed, as if they're solely responsible for the solution. What would you do?"
- **RESULT:** Transformed a medium-sized technology division with a 3-Year Technology Strategy based on a customer-centric culture. Aligned technology objectives with business goals, resulting in the recovery of **\$1.2M** in professional services spend, a **4x increase** in decision-making speed, and a **3x increase** in the launch rate of new product features.

- **CHALLENGE (EXTRACTING VALUE FROM DATA):** An exec informed me, "We have a new data lake delivered right on schedule and without breaking our budget. It was truly a great achievement! Now, we've hit a snag. How do we make this data machine boost our bottom line? Initially, we thought the data lake would be the magic fix, right? What would you do?"
- **RESULT:** Created and executed a data strategy focused on the most valuable, highest ROI data sets, reducing costs by **20%+** and minimizing organization risk by **60%+**.

- **CHALLENGE (DATA QUALITY AND AI):** An exec shared, "We're getting the lowdown on how AI can boost our analytics, and it's pretty exciting. Any insight on what might be flying under the radar to thwart our plans and prevent us moving forward?"
- **RESULT:** Implemented a data profiling strategy to evaluate data quality and identified **>60%** of business-critical data as incomplete or invalid. Implemented an actionable plan to fix data quality to boost AI's performance, accuracy, reliability, and ROI.

## CLIENTS INCLUDE

 - Time, Inc.

 - Meredith Corporation

 - AHRC, NYC

 - Fidelity Investments

 - State Street - Global Securities Lending

 - Wellington Management

 - Executive Office of Health and Human Services (EOHHS), State of Massachusetts

 - SUNY Downstate Medical Center

## ABOUT

Lynda helps C-suite executives eliminate the disconnect between their technology investments and business outcomes in data and cloud innovation to enable them to pivot as fast as their industry evolves.

Having successfully spearheaded high-profile transformation initiatives at Time Inc. and Meredith Corp, such as digital content management and cloud transformation, and 10+ years spearheading leadership and management of organizational data, she brings a wealth of expertise to her consulting practice, which she established in 2019.

For over 20 years, Lynda has achieved success for clients in over 50 strategic initiatives across media and entertainment, health and human services, and finance in the US, Europe, and Asia. She thrives with open-ended challenges and leverages her global expertise to solve all problems.

Lynda tailors her team to meet each client's and project's precise demands by leveraging select consultants and contractors when required.

## CLIENT CHALLENGES

Technology Planning

Data Strategy and Execution

Data Quality and Artificial Intelligence

Business and Culture Transformation

Managing Change

Agile Leadership

Product Strategy

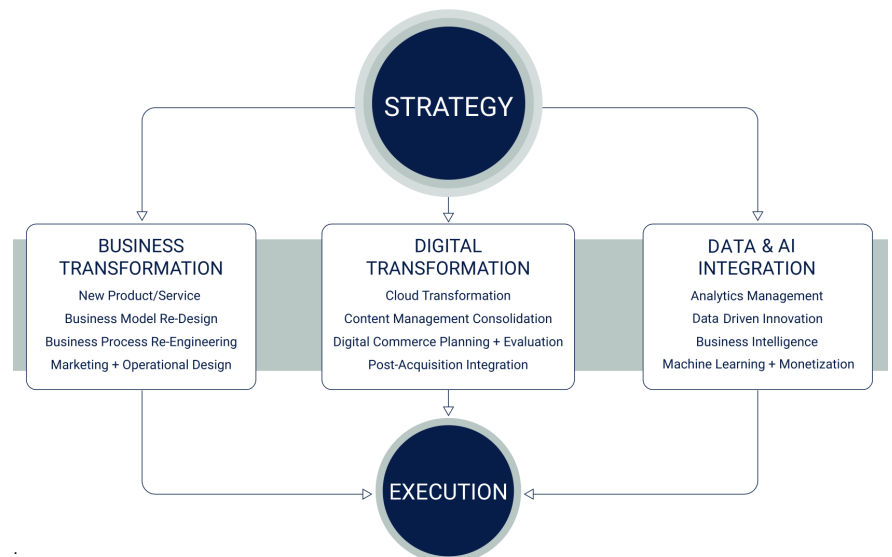
Risk Analysis and Mitigation



## WHY CHOOSE LYNDA TONERY

- **Independent Advisor:** Lynda provides fresh, creative, and innovative ways to leverage your data and drive value unique to your organization. She excels in defining and overseeing data needs, with a sharp focus on data quality and management practices aligned with business vision and strategy. A key aspect of her approach involves preparing data for AI readiness and recognizing its significance in driving success.
- **Proven Processes:** Lynda's value shines when assisting clients in resolving challenges where technology investments are not delivering the expected business outcomes. By implementing her proven process, she has achieved remarkable results, including revenue growth of 15%-25% and cost reductions exceeding 30%, ensuring enhanced alignment between business and technology.
- **Accountability:** Lynda's open-minded, holistic problem-solving approach, combined with her intelligence and unwavering confidence in all situations, positions her as an authentic leader who thrives under pressure. With Lynda at your side, you can rest assured of achieving your goals with utmost accountability and minimal risks.
- **Listening:** Lynda takes ample time to listen attentively to your pain points and goals, ensuring a deep understanding of your needs. Every action she takes is a collaborative journey through your lens.

## KEY AREAS OF FOCUS



Let's talk about how we can partner and help you accomplish similar results!