

Lydia Jones is a business and legal data monetization strategist. She has over 20 years of experience helping Fortune 100 and 500 clients in the online commercial space navigate data collection and data sharing initiatives while complying with privacy rules and industry best practices. Lydia is the founding president of InSage LLC, a consulting firm that helps companies expand business opportunities through data analytics, data insights, and data monetization. Before starting InSage, Lydia was an equity partner at Jennings, Strouss & Salmon, a 100+ attorney Phoenix-based firm. There, predating the start of the dot-com era, she launched an internet law and online privacy practice group – one of the first in the U.S. – to increase revenue and growth for Fortune 500 companies and high profile individuals. While in private practice, Lydia received numerous honors and was twice recognized as the highest ranking woman at JSS. In 2016, Lydia launched Nashville’s First Data Monetization Workshop. The event drew C-Suite level attendees nationally and from all major industries, including healthcare, marketing, retail, children’s tech, and government relations. In addition to leading InSage and planning Nashville’s 2017 Data Monetization Workshop, Lydia is a privacy consultant to private firms, governmental entities, and academic institutions. Lydia is also an adjunct professor of law at Vanderbilt Law School where she teaches Information Privacy Law and at Boston University School of Law where she teaches Information Privacy Law: Big Data Collection and Use.



**Lydia Jones | founder + president**  
**InSage LLC**

**40 Burton Hills Blvd, Suite 200**

**Nashville, TN 37215**

**insageinc.com | 615.516.3327**

**@Monetizing\_Data | @InSage\_Intel**