



Lesley Hensell
Co-founder, Riverbend Consulting

Lesley Hensell is co-founder of Riverbend Consulting, an e-commerce consulting firm based in Tinton Falls, N.J. She launched the company with Joe Zalta in September 2017.

With backgrounds as Amazon sellers, Zalta and Hensell formed [Riverbend](#) to help e-commerce and Amazon sellers and vendors manage the complexities of Amazon seller policies. It's common for Amazon sellers to get their product listings (ASINs) and accounts suspended. Suspensions and other Amazon enforcements can cost thousands of dollars a day – or even lead to the permanent loss of a business. Riverbend navigates sellers through the maze of Amazon policy requirements to get their listings and accounts back online.

Hensell leads Riverbend's services team, many of whom are ex-Amazon employees, and delivers in-depth insights, strategic counsel and reinstatement appeals. She takes personal pride in answering the questions of Amazon third-party sellers and vendors, many of whom are challenged by the "black box" of Amazon's internal operations. She and the team of Riverbend experts have advised several of the top-100 sellers on Amazon, some of whom move more than \$1 billion worth of goods a year on the platform.

Hensell is an industry influencer, frequent speaker at Amazon-related trade shows and conferences, and published author. In 2024, she published her new book, "[The Amazon Incubator, Grow Your Business or Hatch a New One](#)," distributed by Simon & Schuster. She also is Riverbend's primary subject-matter expert and one of many at the company who author seller-centric [blogs](#) and eBooks.

Prior to Riverbend, Hensell served as a seller consultant and Amazon seller. She's a former news reporter, marketing communications and public relations executive, and business consultant. Her proudest accomplishment is being mom to two boys. One is a high schooler and storm chaser; the other is a college student and chef-to-be.

Hensell is also a lifelong Longhorns fan. She earned a bachelor's degree in journalism and a master's of business administration from the University of Texas at Austin. She also is a passionate volunteer for [A Wish with Wings](#), a wish-granting organization for children with life-threatening conditions. In addition, she serves on the board of directors for [Hallie's Heroes](#), a non-profit that funds bone marrow matches and medical research for kids with cancer and critical illnesses.

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