Danielle Di-Masi

Expert in Digital Communication, Speaker & Workshop Facilitator

Danielle Di-Masi is a globally recognised, internationally awarded expert on digital communication who understands how businesses and professionals perform at their best, by creating consistent experiences on and offline. Danielle is the social and business behaviour expert for Network Ten and the University of New South Wales. She is also a university lecturer, media commentator and award-winning blogger with a background in corporate Australia.

Listed in the Top 20 Business Keynote Speakers in Australia, Danielle draws on her business experience, knowledge of social behaviour, technology and science, to reveal a message that is motivational, educational and, most of all, human.

Working between Australia and the USA, with strong relationships with tech giants in Silicon Valley, she brings the most up-to-date strategies and insights directly to her audiences.

More about Danielle Di-Masi:

Danielle began her corporate career in Investment and Private Banking while studying her MBA. Then, as the world turned increasingly digital, she quickly identified the broadening communications gap, and turned her research skills to social interactions, business behaviours and relationships.

Organisations that look to Danielle's expertise include State and Federal Governments, (including the Prime Minister and Cabinet), universities, non-profits, small businesses, A-list celebrities and corporate giants. Her corporate clients range from 3M, Twitter, LinkedIn and Google to Deloitte, Qantas, Telstra, American Express, Nissan, News Ltd. and the Commonwealth Bank of Australia.

Danielle is a regular blogger for the Huffington Post, and her global commentary has appeared in Cosmopolitan, The Los Angeles Times, GQ, Australian Financial Review, ELLE, Psychology Today, SMH Body & Soul, The Age, Women's Health, Smart Company, Business Insider. Since 2011, Danielle has been the resident expert on tech, business and social behaviours for Network Ten.

Inspirational speakers, entertainers and hosts for your conference or event. Since 1978.

Celebrity Speakers Australia Pty Ltd
ABN 36 884 606 155
History House, 133 Macquarie St
Sydney NSW 2000 Australia

Telephone +61 2 9251 1333
Facsimile +61 2 9251 6211
info@celebrityspeakers.com.au
www.celebrityspeakers.com.au

In her premier book, Digital You: How to align your digital version with your real-world self, Danielle presented insights and knowledge to help anyone - but especially those in business - to truly understand the importance of managing a reputation and activity by his or her digital presence. By understanding the critical 'why' behind business behaviour and interpersonal communication in the digital age, she put forward clear strategies that can be implemented instantly. For Danielle, it's all about us - who we are, what we want...and how we get it.

Worldwide, Danielle's TEDx talk on the 'Evolution of Digital Communication' has attracted more than 35,000 views. When she had the honour of meeting and speaking with His Holiness the Dalai Lama on keeping humanity moving forward while we spend more and more time online, his words were, it is 'very important work you are doing, please keep talking about it.

Among several awards, Danielle received the 2016 Stevie Award for 'Most Innovative Communications Professional of the Year' for her work covering technology and human behaviour; and in 2015, Stevie Awards for 'Female Entrepreneur of the Year' and 'Innovator of the Year'.

Danielle believes we are in the middle of the most dynamic shifts in our human history and it's all about adapting to be at our best and using our ability to create and use amazing technology available. It's just about learning how to bring it all together to make it work.

Danielle Di-Masi speaks about:

Through keynote speeches, how-to workshops, training and strategic consulting, Danielle brings together important business topics to help clients understand changes in consumer behavior. By unpacking the key elements of effective digital engagement, she helps them cut through the noise to be more effective both on and offline.

Danielle reinforces how everyone in a business is involved in representing the brand, managing the brand equity and its reputation. She focuses delegates' attention on truly defining their audience; tribe or customers to allow them to sharpen their communication, control the narrative and genuinely improve engagement with that community. And by educating on best practice Online Reputation Management (ORM), she helps mitigate the risk of any public issues,

Danielle supports her strategies and marketing insights with case studies, real-world examples and principles from economics and change management, as well as drawing on the sciences of psychology, neurology, sociology and anthropology. Ultimately her sessions allow clients to identify and overcome the most common hurdles challenging businesses today.

Inspirational speakers,
entertainers and hosts for
your conference or event.
Since 1978.

Celebrity Speakers Australia Pty Ltd
ABN 36 884 606 155
History House, 133 Macquarie St
Sydney NSW 2000 Australia

Telephone +61 2 9251 1333
Facsimile +61 2 9251 6211
info@celebrityspeakers.com.au
www.celebrityspeakers.com.au

Client Testimonials

" When Danielle Di-Masi speaks, people listen. Our teams enjoy her keynotes so much we use her as a reward for reaching sales targets

3M

" It was really good, Danielle is a fantastic speaker and you can tell she enjoyed talking to students so much. She gave them so many tips on how to make the best of networking. I don't regret picking her for this event, I could not have been more satisfied!

UniLodge NSW

" Danielle has presented to us before but this was to a female audience with a focus on leadership. Her session was the last on a 2 ½ day program and was very well received

Bursars Association of New South Wales

VIEW SPEAKER'S BIO ONLINE ▶