

## Todd Sampson

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### *Adventurer, Award-winning Documentary Maker, Presenter & Businessman*

Todd Sampson is known for hosting ABC's Redesign My Brain, Network Ten's Body Hack, as a panelist of ABC's show Gruen and a co-host on the Channel 10 news show, The Project. Todd is the writer, producer and host of the award-winning documentary series Redesign My Brain, the Discovery International adventure-science series BodyHack and Life on the Line.

Todd is the former Chief Executive Officer and Non-executive Chair of the advertising agency Leo Burnett. During his time with the agency they won Agency of the Year 12 times on a local, regional and global level and were in the world's Top 10 Creative agencies three times."

He has been appointed to the Boards of Qantas and Fairfax - publisher of The Sydney Morning Herald, The Age and The Australian Financial Review.

Poised, articulate and humorous, Todd Sampson is an engaging speaker who is highly sought after for his insights surrounding creativity, advertising, marketing, management, leadership and personal achievement.

#### ***More about Todd Sampson:***

As CEO of Leo Burnett, Todd Sampson was one of few CEOs in Australia to come from a strategic background. He has been a Managing Partner and Head of Strategy for over 10 years and during that time helped lead some of the most successful and creative agencies in the world.

Todd is also one of the most awarded strategists behind some of Australia's highest profile work. He is the co-creator of the Earth Hour initiative, which has been recognised as one the best ideas in the world. The campaign won the Titanium Lion at Cannes, was awarded the Yahoo Chair for Innovation and B&T's Creative Campaign of the Year in Australia. In 2009, Earth Hour was the biggest environmental movement in history with over a 1 billion people participating in over 4000 cities around the world.



In 2013 Todd was the subject of a ground-breaking science documentary series Redesign My Brain for ABC TV. The series, for which Todd was writer, producer and host, won the 2014 AACTA Award for Best Documentary Television Program.

Outside of work, Todd enjoys mountain climbing. After roughly two months, eight trips through the ice fall, over a dozen snow storms, two attempts on the summit, snow blindness, near starvation, falling into a crevasse, two avalanches, three deaths and losing 15 kg, he managed to complete his unguided ascent to the top of Mount Everest.

***Todd Sampson talks about:***

Brain Power - The premise of Todd's Redesign My Brain series was simple. For over 70 years, science has told us that our brains are fixed. You are born with the brain you have, it develops rapidly until age 7 and then it starts a steady decline from age 30 until you die. There was nothing you could do about it. But science has now proven that to be false. In fact, modern science has now shown that our brain is plastic and that we ALL have the ability to improve it at any age and at any time. This presentation will show you how to boost your Creativity and Brain Power.

Todd will not only take you behind the scenes of this extraordinary scientific journey, he will also provide you with the practical tools, strategies and techniques to improve your brain. We are all capable of more than we realise ... and modern science is showing us how.

## Client Testimonials

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Wow, Wednesday night really kicked the group into a place they needed. I have had people tell me your presentation was the best thing they have ever seen and heard in their working lives. Today I am still getting feedback and many actually are thinking of following through on your concepts. We will definitely be keen to get you again next year to stir them up again, hopefully you won't have to kiss anyone next time!

***IDP Education Australia***



Since 2005, we have been running a bi-annual speaker event with some of the top speakers in Australia and Todd's feedback from the students is the most positive so far. Todd is an engaging and well-prepared speaker who builds instant and effective rapport with his audience. Not only was he a fantastic speaker but he was also a friendly and relaxed guest. We could not have been more pleased with Todd as a keynote speaker. His ability to blend captivating stories, humour and honest advice about leadership, creativity and life challenges was refreshing and really spoke to our audience. I would recommend Todd as a speaker to anyone. Many, many thanks!

***Macquarie University***



Todd was excellent, such a lovely guy. His message was very powerful and he really validates it by his own example in his personal and work life. It was really great of him to stick around after the event and speak to the queue of people who patiently waited for his attention. He is a very warm and compassionate person, and his intelligence and sense of humour was evident throughout his presentation.

***Hume Council***



I would just like to pass on a big thank you to Todd Sampson for his presentation at our event last week. Todd delivered a very inspirational, engaging and relevant presentation which had our guests on the edge of their seats. Our guests were tweeting all over the social media space using our event hashtag (#ciohp) with hilarious quotes from his presentations, and also how they were now bustling with creative ideas for the workplace. He is an amicable person with a good sense of humour, it was a pleasure to work with him.

***IDG Communications Pty Ltd***

## Client Testimonials

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Todd was the outstanding speaker at our conference

*Public Library Services SA*



Todd Sampson's presentation wasn't just about professional development, everyone could take something and apply it to their everyday life! While it was a great way to kick off the conference, it was near impossible to better his presentation, so perhaps for the sake of the other presenters confidence he should have been at the end of the conference!

*Delegate, Public Library Services SA*



Todd Sampson was inspirational and had techniques I can take back to work to increase our creativity.

*Delegate, Public Library Services SA*



Todd was extremely well-received. The audience loved him and his inspirational message!

*HealthShare NSW*

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