

## Yvette Adams

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### *Social Media Expert, Business Leader & Keynote Speaker*

Yvette Adams is an authority on social media, and a multi-award winning business leader in the ICT sector with a strong media profile. An experienced board member and chair, she regularly consults Government and private sector boards on female leadership and board diversity with respect to gender, cultural background, age and ability.

Yvette speaks to audiences in the public and private sector on topics that range from social media (including managing complaints and crisis) through to her career as a female in the male dominated world of ICT; and how to be an effective Chair/board member.

#### **More about Yvette Adams:**

Yvette runs The Creative Collective, a leading creative agency specialising in digital marketing with national and international clients, which has offices in Newcastle and Sunshine Coast. Additionally, she runs The Training Collective, a digital skills training organisation offering online and offline training with 12 trainers based all over Australia, and awardshub.com, an online portal which helps people find business awards to enter.

Internationally recognised as a social media expert, in 2019, she was selected by Facebook to be one of 11 people across Australia to spend three days with the Facebook Australia team in Sydney on a top secret project.

Since February 2019 Yvette has hosted her own social media show on radio which airs on ABC Sunshine Coast. Since 2016, she has hosted Young Entrepreneurs, a show which can be viewed on BizVersity (available on Google Play or via App). She is a twice published author.

Yvette served on the Australian Institute of Company Directors Sunshine Coast committee for five years and was a chair of the group for two of those years until February 2019. She was also on the Sunshine Coast Council's Knowledge and Professional Services taskforce for four years, becoming Chair in 2016 until mid 2018



In 2018, Yvette Adams was honoured in the Pearcey Hall of Fame at the Pearcey Awards which recognises individuals who have made very significant lifetime contributions to Australia's ICT industry. In 2016 she was named as a Digital Champion by the Queensland Government and in 2015 she was recognised for making a significant contribution to science and innovation in Queensland and included on the department's Queensland Science and Innovation Champion Hall of Fame.

For 10 years, Yvette was the regional coordinator for the Stevie Awards - the world's most prestigious business awards program. In this capacity, she promoted the awards and helped entrants from Australia and NZ to enter.

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