

Yasmin London

Online Safety Expert, MC, Keynote Speaker & Media Commentator

As a former World Champion athlete and tenured police officer, Yasmin's diverse background & unique depth of experience enables her to drive positive impact at scale in her current role as the Director of Digital Resilience APAC, at Linewize. Through Linewize, Yasmin has had the incredible opportunity to impact over 25,000 schools, an astounding 20 million students and 5 million parents worldwide, guiding them on their digital journeys and empowering them to take control of their online lives.



Yasmin's 13 years of experience serving on the frontlines of the NSW Police Force, coupled with her background in technology and television presenting, uniquely positions her to deliver a powerful and innovative education experience for her audiences on Digital Resilience. She has collaborated with renowned corporations such as Microsoft, Johnson & Johnson, Lendlease, EY, Macquarie Group, Telstra, Citibank, TikTok and the University of Sydney, providing them with expert guidance and key insights in online safety.

Beyond her professional accomplishments, Yasmin has captivated audiences as Australia's beloved 'Dancing Cop,' gaining viral fame. Her contributions extend to writing for Kidspot, The Age, and Nine Honey, and making appearances on television programs like Channel 9's Today and Weekend Today Shows, and Channel 7's The Morning Show. Moreover, she is a sought-after commentator on Digital Resilience and online safety on education and parenting podcasts worldwide, where she offers practical and realistic advice on online safety, empowerment, and positive technology management.

Yasmin is also a mother of two young girls, and her impressive journey and vast expertise make true her commitment to them to help develop a generation of digitally resilient and empowered young people.

Yasmin's passion and commitment have touched the lives of countless individuals and organisations, making her an exceptional force driving positive change.

Yasmin London talks about:

Digital Resilience

In the rapidly evolving digital landscape, Digital Resilience has emerged as the most essential skill of the future. The online and offline delineation no longer exists as technology has become

increasingly ubiquitous in our lives, and with it, so too has the need to build capacity to navigate the perils and pitfalls of these worlds. With advancements such as generative AI, augmented realities, and immersive technologies, it is crucial that we build resilience to adapt to any digital environment we encounter now, and into the future.

The online world presents numerous challenges; from cyberbullying and online harassment to misinformation and its significant impact on mental health. Without the necessary skills to identify harm, and the ability to proactively manage complex online situations to protect our wellbeing, we risk falling victim to these dangers.

Digital Resilience empowers individuals to proactively safeguard themselves, applying practical strategies to mitigate risks and navigate the digital landscape with confidence.

Client testimonials

“ Yasmin’s approachable, confident and knowledgeable delivery of cyber security to our families at Lendlease was a great addition to our family friendly workshops. A pleasure to watch her in action, evident that her years of experience brings the content to life in an engaging way. Highly recommended for adult and child learning in cyber security and being safe online.

- **Jason McGovern, Program Manager, Business Engagement, Health & Wellbeing, Lendlease**

“ You were truly inspiring today, Yasmin. As I said, I am absolutely in awe of the work that you do - the enormous importance of it is so obvious. On behalf of us all at Pinnacle and the Affiliates, thank you so much.

- **Ian Macoun, Pinnacle Investment Management, Managing Director**

“ Yasmin is one of those women who lights up a room and delivers impact. She leans into the power of her learnings on the highway of life and empowers others through these key learnings.

- **Tory Archbold Powerful Steps**

“ An absolute pleasure and privilege to have you present to our boys and parents, Yasmin thank you. Our community is excited about our partnership with you.

- **Sam White - Head of Knox Academy, Knox Grammar School**

“ Not only does Yasmin present in an engaging manner to all students, but she also generously shares her knowledge with staff in a way that empowers us to be better educators. Yasmin's extensive knowledge of 'all things digital' enables us, and the parents in our community, to understand the pressures on adolescent girls in our ever-changing world. Over many years, our students and their parents have benefitted from her presentations and are able to

navigate the cyber world more confidently due to her shared insights. Yasmin is extremely skilled and knowledgeable - I could not recommend her more highly.

- Carrie Scanlan Kincoppal Rose Bay

“ The energy and fun Yas brings to the events she hosts is one of a kind. We love how she has such depth when it comes to industry knowledge, and how she weaves that into the events she delivers with us.

- Abigail Swabey Australian Women In Security Awards

“ Yas is an exceptional talent and has made a profoundly positive contribution to our Minor Safety Campaign. Her creative ideas, innovative thinking, and extensive experience have been instrumental in guiding us to view things from the most effective perspective to ensure we optimise the safety of teenagers using our platform, as well as supporting parents to help build teens Digital Resilience. Collaborating with her has been a pleasure, and we can't wait to work with her again.

- Olivia Platt, Head of Marketing, TikTok ANZ

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