

## Mia Freedman

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### *Co-founder of Mamamia & Keynote Speaker*

Mia Freedman is the co-founder and creative director of Mamamia, a Women's Media Company with an audience of millions. The former Editor in Chief of Australian Cosmopolitan, she has also been Editor in Chief of Cosmo, Cleo and Dolly.

Mia regularly appears on television as a panelist and commentator. She has been recognised as one of Australia's Most Influential Women by the Australian Financial Review.

Mia's insights into the world of media, her in-depth knowledge of social media and her role as an advocate for women make her an exceptional keynote speaker for government, business, community groups and schools.

The Mamamia Media company began as a personal blog in Mia Freedman's lounge room in 2007 after she left a successful 15 year career in traditional media, most notably as the youngest ever Editor in Chief of Australian Cosmopolitan, a job she landed at just 24 after starting at Cleo magazine as an intern at age 19. By 2004 Mia had become editor in chief of Cosmo, Cleo and Dolly and was well known for her body image advocacy.

She was the first and only magazine editor to include women of all shapes, sizes and nationalities in every issue. In 2008 she was appointed chair of the National Body Image Advisory Group by the Federal Government.

Having built her career around creating communities of women in magazines then worked briefly in television as an executive and to launch a daily women's panel show at Channel 9, Mia sniffed the wind of traditional media and knew its future was online. She ejected herself from executive life in 2007 and launched a women's website, Mamamia.com.au from her lounge room while wearing her pyjamas. From politics and feminism to pelvic floors and pop culture, Mamamia is 'what everyone's talking about today'.

Two years later, Mia's husband came on board and together they grew her personal blog into an independent women's media company. Each week, Mamamia publishes around 300 written articles, 15 podcasts and 40 videos and has a social media following of 3.5 million.

Mia appears on TV regularly as a panelist and commentator, hosts podcasts and video series for



the Mamamia Women's Network and has written four books, including *Work, Strife, Balance*, released in 2017.

She has been an outspoken advocate for female entrepreneurs, women in business and has been an advocate for causes as diverse as body image and domestic violence. She has been named one of Australia's Most Influential Women by the Australian Financial Review. She has three children.

## Client testimonials

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“ Mia was very entertaining with a great message to all, especially women.

- *CIBA Vision Australia*

“ Thank you for being such a valuable part of our panel discussion and for your honest, very real answers.

- *Women in Banking and Finance Conference*

“ Lovely, articulate, funny, down-to-earth person, who doesn't need notes. Very Informative. One of the best presenters I have seen. The 130 attendees rated your presentation 9.2 out of 10.

- *Property Management Conference*

“ You're a rare gem Mia Freedman. You're not scared to share the bad with the good and you do so in such a way that compels others to want to be better, and not be so tough on themselves. Thanks for sharing your story and your experiences with the Business Chicks community last week - the feedback's still coming in thick and fast and we'd have you back in a flash. Thanks again.

- *Business Chicks*

“ Mia was an engaging, thought provoking and entertaining speaker, and shared insights on a range of issues relevant to gender equality. Mia tailored her speech particularly well for the audience, which consisted of guests from a diverse range of sectors and age groups. Her address generated very positive feedback from the audience, particularly among younger women.

- *Office for Women's Policy, NSW Department of Premier and Cabinet*

“ Mia Freedman spoke at our Annual Property Management Conference; she was a huge success to the female dominated audience who left the day feeling very inspired after her talk. The 130 attendees rated her presentation 9.2 out of 10.

**- Hocking Stuart Corporate**

“ Your keynote address hit the mark perfectly. Your information was topical, your examples were amusing and relevant to our families and the strategies you wove through the presentation were practical and manageable. Just perfect! All our parents were delighted and engaged and I think you set the tone for the whole day.

**- Pop Culture, Technology and Your Kids, i connect conference**

“ You have left an indelible imprint on the hearts and minds of our network. The feedback from our convention delegates has been overwhelmingly positive. Thank you once again for your keynote presentation and teaching us how to keep it real, people are still quoting you and having outbursts of laughter from the presentation.

**- BT Securitor Convention**

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