

GLOBAL BRAND STRATEGIST | INTERNATIONAL KEYNOTE  
LEADING EXPERT IN BRANDING HUMANS AND  
ACTIVATING THOUGHT LEADERSHIP

# NICOLE HATHERLY

CONNECT WITH NICOLE HATHERLY



**ABOUT**  
NICOLE  
HATHERLY

Nicole is obsessed with Brand Strategy and Humans.

With 30 years experience as an award-winning Global Brand Strategist, International Keynote, Executive Management, Executive Leadership Coach, Board Advisor and 5 x National and Global Awards Judge, Nicole has led teams, designed strategies and driven results for iconic and global brands CommBank, CommSec, TikTok, Foxtel, Woolworths, Subaru, Electrolux, Yahoo, Mirvac and Telstra and shared the stage with Brené Brown, Seth Godin and Arianna Huffington.

Nicole's unique 'Branding Humans' work focuses on the nexus of Personal Brand, Professional Brand, Purpose and Thought Leadership to ignite possibility, opportunity and impact. But her philosophical depth of understanding around identity, value and reputation sets her apart.

Nicole has branded, rebranded, and re-energised thousands of high-profile celebrities and media personalities, high-performance sports stars and thought leaders and high-value professional experts, entrepreneurs and executives across the globe.

At the cutting edge of The Future of Brand, Nicole's energising work guides professionals to align their vision, articulate their value and amplify their visibility wherever they are in their career journey, without feeling like a big-noter, booster or impostor.

# NICOLE'S SPEAKING EXPERIENCE

UNLOCK | CREATE | ENERGISE

Speaking at conferences, conventions, forums and on panels across the globe, Nicole's refreshing, conversational and entertaining storytelling style makes for easy listening, valuable learning and unforgettable AH HA moments.

## KEYNOTE SPEAKER

Nicole brings the audience into the entire experience delivering accessible and actionable takeouts drawing from her extensive 30 years experience, expertise and exposure in Executive Management, Business Strategy, Brand Marketing, Leadership Strategy, Personal Brand, and Career Development - across corporate, SMEs and startups.

## SENIOR FACILITATOR - HAPPINESS CONCIERGE

Nicole manages the Happiness Concierge Communicating with Influence and Intergenerational Leadership suite of programmes, focusing on personal brand, internal visibility in the financial and professional services markets. Nicole's expertise in sales, negotiation and connections have influenced outcomes of thousands across Australia.

## PROFILE MENTOR - DENT GLOBAL KEY PERSON OF INFLUENCE PROGRAM

Nicole delivers the Profile Masterclass for entrepreneurs and business leaders to implement insights, best practices, frameworks and pro-tips supporting them in becoming 'industry famous' while growing the asset value of their business.

## WORKSHOP FACILITATOR

Nicole expertly reads the room and effortlessly breeds trust. She gains invaluable insights and creates deep shifts while injecting just the right energy for all participants to thrive.

**12.6K**

LINKEDIN  
FOLLOWERS

**TOP 1%**

LINKEDIN  
SSI RANKINGS



# SPEAKER'S BIO

Nicole is obsessed with Brand Strategy and Humans. With 30 yrs experience as an award-winning Global Brand Strategist, International Keynote, Thought Leadership Expert, Executive Leader, Coach and Board Advisor,

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## QUICK FACTS ABOUT NICOLE:

- 30 years corporate experience in Executive Management, leadership and consulting roles.
- Over 15k social reach. Ranked by LinkedIn in the top 1% of sales professionals in the Marketing and Advertising industry (Industry SSI Rank).
- Over 250 live appearances - across the globe, engaging audiences through conference keynotes, masterclass facilitation, podcasts and live TV.
- Speaker, Panelist and EmCee at various conferences and forums including CommBank, Happiness Concierge, Dent Global, Laureate Australia, Torrens University, Women in Security, Franchise Council of Australia, Buy1Give1, CommBank Women in Focus, Business Chicks, Young Professional Women's Association, Women in Focus, Telstra Business Women's Awards, The Alternative Board, Women in Franchising and SheEO.
- Led content, social and publishing teams at Foxtel, CommSec and CommBank including large corporate social networks.
- 5x awards Judge for top Innovation and Finance Awards in Australia.
- Securities & Managed Investments Accreditation from Deakin University.



Brands Nicole has worked with



## WHAT THEY ARE SAYING...



Nicole is an authentic, passionate and genuine Keynote and facilitator who is entirely focused on working with the client.

She delivers her content on Personal Brand with simplicity in a way that is uniquely human and is able to be utilised immediately.

**Manal El-Shater** - APAC & MEA Talent Lead at Electrolux



Nicole delivered the most outstanding, personable, and valuable workshop session.

With her infectious enthusiasm, she lifted everyone in the room up another inch in height.

Nicole's connection with everyone in the room was both personal and inspiring. It was the best session I have ever been part of.

**Dent Global**, KPI Program



Such a delight to have the wonderful Nicole Hatherly present at our recent YPWA Sydney Networking event. We had a room full of driven women who were inspired and armed with some great strategies to build an authentic network. Practical, relatable and of course lots of fun, Nicole is a brilliant presenter who is sure to light up your audience and most importantly leave them with some tangible actions steps to further their career

**Kate Boorer**  
Founder and CEO of YPWA



I had the pleasure of hearing Nicole's Keynote on "The Art Of Reciprocity" at a recent Leadership Conference.

I was blown away by Nicole's energy, professionalism and passion for bringing leadership to life.

**Kylie Hawker**  
General Manager Marketing, National Breast Cancer Foundation

# BOOK NICOLE AS YOUR NEXT KEYNOTE SPEAKER OR FACILITATOR!



## THEMES

- **Your Work Doesn't Speak For Itself** - Stand up and stand out without feeling like a boaster or impostor.
- **Branding Humans for Impact** - Shift from Invisible Expert to Invaluable Professional
- **Activating Thought Leadership** - Move beyond the expected to the extraordinary for impact and legacy.
- **The Art and Science of StorySelling** - Tell your authentic story to sell your effective impact.
- **Your Bio Blueprint Masterclass**
- **Personal Brand is Dead**
- **Level Up Your LinkedIn**

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## CONNECT

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