

Global Brand Strategist. International Keynote Speaker.
Expert in 'Branding Humans'. Leading Authority in Activating Thought Leadership.

NICOLE HATHERLY

CONNECT WITH NICOLE 



ABOUT NICOLE HATHERLY

*Nicole is
obsessed with
Brand Strategy
and Humans.*

With over 30 years experience, Nicole is an award-winning Global Brand Strategist, International Keynote, Executive Management, Executive Leadership Coach, Board Advisor and 5 x National and Global Awards Judge. She has led teams, designed strategies and driven results for iconic and global brands CommBank, CommSec, TikTok, Foxtel, Woolworths, Subaru, Electrolux, Yahoo, Mirvac and Telstra, led academics in thought leadership at QUT, Torrens University, RMIT, Royal Australian College of General Practitioners (RACGP) and the Ministry of Health 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 and Purpose Brand, activating thought leadership to ignite possibility, opportunity and impact. But it's her vibrance, warm wisdom and philosophical depth of understanding around identity, value and reputation that 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, high-value professional experts, entrepreneurs, and executives worldwide.

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

Align | Articulate | Amplify

Nicole is an accredited professional speaker with Professional Speaker's Australia (PSA), a member of the Virtual Speakers Association (International), and in the Global Speakers Federation, who has been invited to present at global conferences, conventions, forums, and panels over the past 13 years. Her energetic, refreshing, conversational, and entertaining storytelling style and audience engagement make for easy listening, valuable learning, and unforgettable AH-HA moments.

Keynote Speaker

Nicole will immerse your audience in the entire experience, delivering accessible and actionable takeouts based on her extensive experience, expertise, and exposure in Executive Management, Business Strategy, Brand Marketing, Leadership Strategy, Personal Brand, and Career Development across corporate, SMEs, and startups.

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.

Senior Facilitator - Happiness Concierge

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

Expert 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.



Speaker Introduction

Please welcome Nicole Hatherly, a global brand strategist with a remarkable path from professional cheerleader to global thought leader.

With over 30 years of experience, Nicole has driven strategies for iconic brands CommBank, CommSec, TikTok, Foxtel, Woolworths, Subaru, Electrolux, Yahoo, Mirvac, and Telstra. She has led academics in thought leadership at QUT, Torrens University, RMIT, and the Ministry of Health and shared the stage with Brené Brown, Seth Godin, and Arianna Huffington.

Nicole's work fuses personal, professional, and purpose brands building authentic connections and lasting impact. Known for her warm wisdom and deep understanding of brands and humans, Nicole will transform you, your brand and your leadership.

Let's warmly welcome Nicole Hatherly, as she guides us to align our vision, articulate our value, and amplify our visibility.



LinkedIn
Followers



LinkedIn
SSI Rankings



Nicole is an accredited professional speaker - Professional Speakers Australia (PSA) delivering over 1,250 presentations in 13 years across the globe.

As an International Speaker, Nicole is a member of Virtual Speakers Association (International) and Global Speakers Federation.



QUICK FACTS ABOUT NICOLE

- 24 years experience in corporate senior management and executive management roles.
- 10 years in Financial Services Executive Manager roles.
- Leads a global business with a cross-cultural team.
- Accredited Professional Speaker - Professional Speakers Australia (PSA member).
- Virtual Speakers Association (International) Member and Global Speakers Federation.
- Institute of Coaching Fellow (Harvard Medical School Affiliation).
- International Association of Business Communicators (IABC) Member and Keynote. Securities & Managed Investments Accreditation: Deakin University (ASIC Compliant RG146).
- 7 x Industry Awards Judge - Women in Finance Awards, ifa Excellence Awards, Australian Digital Technology Awards, Accountants Daily Australian Accounting Awards, Australian Wealth Management Awards, Asia-Pacific Business Awards - Stevie® Awards.
- Over 15k social reach. Ranked by LinkedIn in the top 1% of sales professionals in the Marketing and Advertising industry (Industry SSI Rank).
- Over 1,250 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.



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



Just wanted to say a huge thank you for your incredible session today. You were amazing - we've had great feedback from the team all day.

Sarah Tucker

Head of APAC Marketing LinkedIn



Thanks so much for the incredible Personal Brand session. We are already receiving such brilliant feedback from Thursday - you delivered brilliant content, and injected so much energy!

Julia Wyatt, ANZ B2B Marketing Manager at TikTok

*Book Nicole as Your Next
Keynote Speaker or Facilitator!*

THEMES

Articulate Your Value

Crafting Clarity and Confidence in Your Professional Brand

Explore the power of clear messaging and self-assurance to transform your brand's narrative and ensure your true value is both seen and acknowledged.

Elevate Your Brand

Strategies for Soaring Above the Market Noise

Uncover the secrets to distinguishing your brand in a crowded marketplace, turning unique brand qualities into your most valuable asset.

Your Work Doesn't Speak For Itself

Navigating Self-Promotion with Elegance and Authenticity

Discover the art of tactfully showcasing your achievements and capabilities, so your value is recognised without feeling like a boaster, an imposter or a big-noter.

Leadership Brand for Impact

Elevating Executive Presence in the Corporate Arena

Empower corporate leaders and emerging leaders to enhance their leadership brand, fostering a culture of impactful presence and influential leadership.

Activating Thought Leadership

Cultivating Influence and Legacy

Delve into the realms beyond conventional expertise to leave a lasting impact and forge a legacy through innovative thought leadership.

The Art and Science of StorySelling

Your Authentic Narrative as a Catalyst for Success

Combine the authenticity of your personal journey with strategic storytelling techniques to engage, influence, and achieve your business objectives.

Your Signature Profile Masterclass

Building a Personal Brand that Resonates

Craft a compelling personal brand profile that connects deeply with your audience, establishing trust and fostering professional relationships.

Level Up Your LinkedIn Masterclass

The Blueprint for Digital Influence and Networking

Transform your LinkedIn presence with insider strategies and insights to amplify your professional influence and unlock your network's full potential.



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