

Naomi Simson

As one of Australia's most prominent entrepreneurs, Naomi Simson is known as the founder of online experience retailer RedBalloon and the co-founder of the Big Red Group, which houses a number of brands with the purpose to shift the way people experience life. Naomi is a passionate supporter of Australian businesses, a prolific blogger and business commentator, best-selling author and much sought-after keynote speaker.



A true business influencer and leader with more than 2.6 million LinkedIn followers, Naomi is Australia's most followed person on the business networking platform. She has authored two best-selling books *Live What You Love*, and *Ready to Soar*, and is an engaging and passionate speaker. Naomi is relatable across a broad variety of audiences and topics, often drawing on her own personal experiences to provide thoughtful and honest insight into topics, including Influence, purpose, leadership, entrepreneurship, personal motivation, customer obsession and digital marketing transformation.

Before founding RedBalloon, Naomi worked for big businesses including IBM, Apple, KPMG and Ansett Airlines – all of which influenced her passionate views on workplaces.

Naomi has received a number of high profile awards including the National Telstra Business Women Awards for Innovation (2008), Ernst and Young Entrepreneur of the Year Industry category winner (2011) and the Lifetime Achievement Silver Stevie Award (2013). In early February 2017, Naomi commenced her role as a member of the University of Melbourne's Faculty's Business and Economics Board.