



# Sonia Friedrich – Bio

*“Amazing. Enlightening. Inspiring.”*



Sonia Friedrich has been called a **“Growth Hacker”** and **“Revenue Rockstar.”** She is a leading expert in applied behavioural science and trusted keynote speaker. She will **empower you, your team, your business and your life.** *“Let’s prove it”* and *“Bother”* are her mantras. Sonia captivates clients and audiences alike. She will make your unconscious conscious and show how and why you make decisions, take risks and spend money. Sonia bridges **thought leadership** and **Nobel Prize** winning insights and bridges how to apply them in business. She will share her real life examples of applied behavioural science with measured impact of success. Her aim is that you begin to implement ideas within 24-48 hours and start to measure the direct **impact on the bottom line or life.** Her proven results are truly game changing. People want Sonia's brain, coupled with her ability to connect and communicate, her open presence, honesty, and trust. Clients love her because she is real. She will hold you and your team.

**Sonia has saved clients millions of dollars and made others millions of dollars.** She has worked with billion dollar companies and \$000M brands. Sonia has repositioned companies; restructured businesses and helped some small businesses from closing their doors. She worked to help one Top 200 clients start solving a \$99M challenge using Behavioural Science. CEO’s and GM’s hire Sonia to mentor them in BeSci. and change their business model and corporate culture. She has a suite of measured clients successes.

From Fortune 500 companies, to Start-Ups and Scale-Ups, Innovators and Businesses in Crisis, Sonia will apply BeSci to your business, in any industry. Sonia is renowned for her clarity *and* has created models that apply **Nobel Prize** winning knowledge + experimental research in behavioural economics and behavioural science, to **shatter entrenched paradigms and transform industry.** She takes complex problems and **effortlessly makes them simple.** She will work with anyone who wants **the edge** for themselves, their brand, their business, or their industry. Her clients span Australia, New Zealand, Germany, Sweden, U.K. and the USA.

She collaborates with diversifiglobal.com on global brands, including **The Dow Jones Group.** Today, Sonia employs a team of globally renowned Consulting Statisticians, Data Analysts and Applied Behavioural Scientists and Neuroscientists to prove measured outcomes of BeSci. With a career for more than 20 years in the pharmaceutical industry both client and agency side, she was the General Manager for

How to Get in Touch...



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SONIA FRIEDRICH  
CONSULTING



# Bio cont.

*“You are a Revenue Rockstar”*



GREY Healthcare Advertising, Sydney – Sonia worked with MSD, Pfizer, AstraZeneca, Eli Lilly, Abbvie and many more...

As a Keynote Speaker, Sonia is globally admired. She quickly develops trust with her clients and audiences. She can hold a room as few can. As an **inspirational speaker** she is able to captivate audiences with her style and content. **“Amazing”** is what audiences continually say. Speaking at The Now Fest (Global), invited to Brand Festival 2021 (Budapest), Nudgestock (Global), Cowry Consulting Summer School (London), Co-lecturer at City University (London); Women in Packaging Australasian Forum (APAC), and Faculty for the KPMG High Growth Ventures Founders Programme, (Australia), among others. She can speak for your audience large or small.\

Sonia loves working with CEO's, Company Directors & Key Executives at the forefront of their industry. Why? Because this is where decisions are made...*immediately*. Sonia also works with many **businesses in crisis**, and is known for her confidential handling of sensitive issues. Many clients fly for intensives and consultations with Sonia to Byron Bay. She will travel upon arrangement.

*“Sonia blew our minds...”*

*“She knocked the socks off everyone in the room...So relevant every other speaker referenced her the rest of the afternoon.”*

*“EPIC.”*

How to Get in Touch...



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# Sonia Friedrich - Head Shots

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