



HMMG PTY LTD

TEL (02) 8088 0792
PO Box 321, Waverley NSW 2024
Email: hmm@harrymiller.com Website: www.harrymiller.com

Naomi Simson



Naomi Simson is an entrepreneur, business leader, best-selling author, television presenter and sought-after keynote speaker. After launching the Australian online success story *RedBalloon* in 2001, Naomi went on to co-found the *Big Red Group* (BRG) with business partner David Anderson in 2017. BRG is all about serving experiences to different audiences through its various brands: *RedBalloon*, *Adrenaline*, *Lime&Tonic* and *Redii.co*. BRG also includes *Marketics*, the exclusive distributor of Albert AI in ANZ. The experience economy is gathering momentum and BRG is experiencing double digit growth and serves an experience every minute. Together with BRG CEO, David Anderson, BRG has transformed the business and platforms to harness this opportunity, and as such have turned the business to a customer centric, \$100m enterprise.

This is quite the entrepreneurial journey, with *Hitwise* identifying BRG as the third largest experience marketplace of its type in the world. Naomi, together with her business partner and colleagues, have clear aspirations to serve an experience every second, somewhere on earth, by 2025.

A true business leader and influencer, with more than 2.8 million [LinkedIn](#) followers, Naomi is Australia's most followed person on the business networking platform. Naomi was the #RedShark for four seasons of Australia's Shark Tank on Network 10. She has authored two best-selling books [Live What You Love](#), and [Ready to Soar](#), and is an engaging and insightful speaker. Naomi is relatable across a broad variety of audiences and topics, often drawing on her personal experiences to provide thoughtful and valuable views into topics; including influence, purpose, leadership, entrepreneurship, personal development, customer obsession and digital marketing transformation.

REPRESENTING HIGH PROFILE MEDIA & TALENT

HMMG Pty Ltd (ACN 144 668 351) as Trustee for the Miller Gilento Trust

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 commenced her role at the *University of Melbourne* as a member of the Faculty's Business and Economics Board, she is a governor of the *Cerebral Palsy Research Foundation* and is an advisor to a number of not-for-profit institutions.

Follow Naomi Simson at:

[LinkedIn Influencer](#)

[Twitter](#)

[Facebook](#)

[Instagram](#)