

CHRIS RHYSS EDWARDS

THINK DIGITAL



Keynote Speaker, Event MC, Digital Protagonist

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BIOGRAPHY & FOCUS

Chris Rhyss Edwards is a sought after event MC, interviewer and speaker. He has worked for some of the world's most successful digital brands, including NewsCorp, Sensis, Blockbuster and Clemenger BBDO.

Over the course of an almost 20 year career, he has led the digital overhaul of Blockbuster Australia, launched Australia's #1 finance news brand, been the Program Director and Chair for APAC iMedia and ad:tech events, and founded industry trade magazine Digerati in partnership with IAB, AIMIA, ISMA & LBMA.

His deep understanding of how digital is disrupting & reshaping business & marketing is indisputable, and his ideas are intentionally challenging. A Digital Protagonist, Chris recognizes the power and potential of digital, whilst understanding the challenges brands often face becoming truly Digital First.

Chris believes the digital disruption that is occurring worldwide presents an opportunity and a threat, and that confusion over the practical application of emerging technologies is the #1 challenge businesses face today.

TESTIMONIALS

"I had the pleasure of working closely with Chris as a speaker, if I had one word to describe the experience it would be 'phenomenal'. His depth of industry knowledge, his sense of current trends and sincere care that attendees walk away with actionable insights is what Chris clearly demonstrates." - *Jamshed Wadia, Director, Digital Marketing & Media, JAPAC At Intel*

"Over the past 3yrs Chris has MC'd several ad:tech and iMedia events across APAC. He's lead panel discussions and interviews with some of the world's most accomplished marketers and technologists in front of digitally savvy audiences. His energy and passion for the digital sector are obvious, and he doesn't shy away from challenging speakers or digging into complex topics on stage." - *Jan Barthelemy, MD, APAC Comexposium*

KEYNOTE TOPICS

- Rethink > Reconsider > Reform > Revolution
- Returning to the 70-20-10 Framework
- Beginning by Putting the Customer First
- The Other Ai for High Performing Teams