



Daniel Woodall

He/Him · 3rd

Executive at The Freedman Group, home to the RØDE, Mackie and Letrosonics audio technology brands.

Greater Sydney Area · [Contact info](#)

500+ connections

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 RØDE

About

I tell stories that change the way people think.

Activity
731 followers
Daniel hasn't posted yet
Recent posts Daniel shares will be displayed here.



Experience

RØDE

8 yrs 2 mos

●

Portfolio Director

Full-time

Jan 2025 - Present · 11 mos

Sydney, New South Wales, Australia · On-site

Group management, focusing on the integration of recent acquisitions into the Group

●

Marketing Director

Oct 2017 - Jul 2025 · 7 yrs 10 mos

Sydney, Australia

Sole responsibility for design and delivery of the global marketing program, with a large in-house team based in Sydney, Australia, and local marketing operations in the US, China, Japan and Europe...

...see more

♥ Digital Strategy, Marketing Communications and +9 skills



Marketing Director - ANZ and APAC

Sennheiser

Jun 2016 - Sep 2017 · 1 yr 4 mos

Sydney

Strategic responsibility for growing the Sennheiser brand (covering Professional, Consumer, Business and Audiology sectors) across APAC and ANZ markets, including consumer and B2B marketing, branding, ...see more

♥ Digital Strategy, Marketing Communications and +8 skills



Marketing Director

Sennheiser Australia Pty Ltd

Mar 2014 - May 2016 · 2 yrs 3 mos

Brought on board at the inception of Sennheiser Australia to be part of the executive team setting up and building the Sennheiser Australia subsidiary (previously Sennheiser products were sold in Australia via ...see more

♥ Digital Strategy, Marketing Communications and +7 skills



Dan Woodall (consulting)

own business

Aug 2011 - Jan 2014 · 2 yrs 6 mos

Sydney

Specialising in integrated marketing strategy development, with a particular focus on:
- Value proposition development and strategic goal setting (how to win in the market)...

...see more

♥ Digital Strategy, Marketing Communications and +8 skills



Virgin Mobile Australia

5 yrs 7 mos

●

Marketing Director

Aug 2010 - Jun 2011 · 11 mos

Leading a team of 40 marketing professionals across Brand, Acquisition, Product and Customer relationship management (CRM)....

...see more

♥ Digital Strategy, Marketing Communications and +7 skills

●

Head of Product Marketing

Jun 2008 - Mar 2011 · 2 yrs 10 mos

Leading the team covering new product development, product management, delivery of revenue and usage KPIs, proposition design, content partnerships, pricing strategy, marketing communications, market research ...see more

♥ Marketing Communications, Advertising and +4 skills

●

Propositions Manager

Dec 2005 - May 2008 · 2 yrs 6 mos

Reporting to the Director of Marketing, managing a team with overall responsibility for pricing strategy, proposition marketing and retention / churn reduction programmes....

♥ Marketing Communications, Advertising and +1 skill

Show all 10 experiences →

Education



University of Surrey
Bachelor's degree (Honours), Tonmeister

Activities and societies: Presenter and news / features editor for the campus student radio station; including managing the news desk and a team of student journalists....[...see more](#)

A highly-competitive small-intake course which is the only one of its type in the UK. Course modules include various arts / music elements, advanced mathematics, electronics, acoustics, sound recording, final ye ...[...see more](#)

Volunteering



Treasurer
St Andrew's Kindergarten
Jan 2014 - Dec 2019 - 6 yrs
Children

Managing the finances of an independent community preschool with 8 full time staff and 70 enrolled children.
Annual turnover is around \$600,000 PA.... [...see more](#)



Marketing Officer
North Sydney Symphony Orchestra
Jul 2014 - Present - 11 yrs 5 mos
Arts and Culture

The NSSO is an incorporated not-for-profit arts organisation. It employs two professional musicians and a librarian (all part-time roles), and presents five major concerts a year in Sydney. I am an office bearer, [...see more](#)

Skills

Customer Relationship Management (CRM)

 6 experiences across RØDE Microphones and 4 other companies

Board Presentations

 4 experiences across RØDE Microphones and 3 other companies

[Show all 25 skills →](#)

Recommendations	
Received	Given
	Bjørn R. · 3rd CCO at Pascal Commercial Strategist - Unlocking tomorrow's success by building today's framework. September 14, 2017, Bjørn managed Daniel directly At Sennheiser Australia & New Zealand I had the pleasure and privilege working with Daniel for the second time in my career. Daniel steering your marketing activities, is an absolute no brainer. Whether it is a global group key marketing initiative or a local advertising campaign, you can rest assured that every dollar is well spent, all opportunities explored and any prospect exhausted. Nothing is left to coincidence. As a trusted member of the Executive Team, Daniel's ability to manage any subject from disparate angles, is of vast benefit, and contributes generally to better decisions from the executive level. That he further is a wizard within communication, completes his numerous professional and social competences.... ...see more
	 Matt Anderson  · 3rd Equipping Change Makers Strategy + Business Design + Capabilities Founder of Think Startup & Corporate Therapy October 1, 2011, Matt worked with Daniel on the same team Dan was a unique and valued member of our team at virgin. He was incredibly forward thinking in his application of marketing principles combined with strong business acumen. His strategic thinking was always backed up with clear evidence based research and crafted into an easy to understand story. He passionately fought to breathe the virgin brand and values into everything we do, focussing heavily on developing a leading brand/customer experience. I truly appreciated the opportunity to work with and learn from Dan. I highly recommend dan.

Interests

Top Voices

Companies

Groups

Schools



Tom Goodwin

 · 2nd

Business Transformation Consultant- A focus on pragmatic use of AI and how it impacts culture, workflows and business structure | Author | Keynote Speaker | Trainer | 4 x LinkedIn #1 Voice in Marketing

740,780 followers

+

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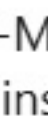


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T-Mobile For Business

Rita, stay up to date on tech trends.

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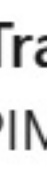
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Damien Wilson

CEO at RØDE Microphones

Message



Daniel Tracey

APICS CPIM Certified | Master Scheduler/ Production Planne...

Message



Steven Smith

Head of People and Culture at RØDE Microphones

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Jesse Dean

RØDE Director of Business Development, Americas and...

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Shawn Borg

Systems and Management Accountant at RØDE

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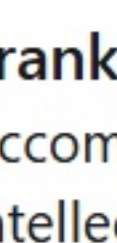
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Gregory Duffey  · 2nd

Founder and IP Attorney, Law Office of Gregory Duffey





Frank Chau  · 2nd

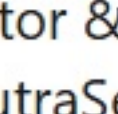
Accomplished CEO ★
Intellectual Property Guru ★...





Charles Mooney  · 2nd

Industry Investor & Co-Founder of NutraSeal





Douglas Atkins  · 2nd

Real Estate Tax Attorney
Representing Commercial...





Svetlana Gracheva

Head of IP

Connect



Umaima Ayaz

Undergraduate LLB Law Student | Aspiring Solicitor

Connect



Tristan Holtam

Group VP, Corporate Strategy and Development

Connect



Amy O'Connor

Final year Veterinary Medicine student

Connect



Jack Hayman

Sales Executive | Health & Wellness Copywriter | Driving...

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