



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](#)

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 RØDE

About

I tell stories that change the way people think.

Activity

731 followers

Daniel hasn't posted yet
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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...

🔗 Digital Strategy, Marketing Communications and +9 skills

- 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

- 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)...

🔗 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)....

🔗 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...

🔗 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 year project....
[...see more](#)



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 highlyly recommend dan.

Interests

Top Voices

Companies

Groups

Schools



Tom Goodwin

in

· 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

+ Follow

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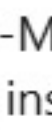


Promoted ...

T-Mobile For Business

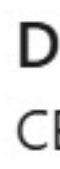
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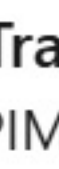


Damien Wilson

 · 3rd

CEO at RØDE Microphones

Message

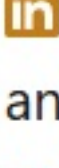


Daniel Tracey

 · 3rd

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

Message

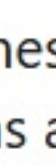


Steven Smith

 · 3rd

Head of People and Culture at RØDE Microphones

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Jesse Dean

 · 2nd

RØDE Director of Business Development, Americas and...

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Shawn Borg

· 3rd

Systems and Management Accountant at RØDE

Message

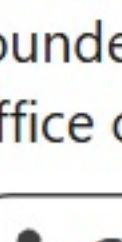
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Gregory Duffey  · 2nd

Founder and IP Attorney, Law
Office of Gregory Duffey

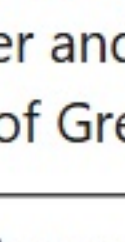
 **Connect**



Frank Chau  · 2nd

Accomplished CEO ★
Intellectual Property Guru ★...

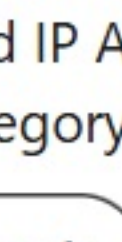
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Charles Mooney  · 2nd

Industry Investor & Co-
Founder of NutraSeal

 **Connect**



Douglas Atkins  · 2nd

Real Estate Tax Attorney
Representing Commercial...

 **Connect**



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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