

## MEDIA RELEASE

### **Accelerate 2018 to feature Pietro Boselli on digital leadership with the AGSM @ UNSW Business School on Tuesday 18<sup>th</sup> September, 2018**

***A day on developing Digital Leadership skills with world-leading  
thinkers, role-models and innovators.***

**12 September 2018** – Accelerate is breaking new ground with a collaboration with the AGSM at the UNSW Business School on the 18<sup>th</sup> September. The day builds on the success of previous years, that created a digital marketing experience with difference. 2018's day will focus on what it takes to become a Digital Leader in times of uncertainty and what you can do pragmatically to prepare yourself for your future at work.

#### **Accelerate 2018 – Digital Leadership Forum + Masterclass**

<http://www.accelerate.world/sydney2018>

Speakers and content span generations, disciplines and points of view. It has been designed to challenge our perspectives at the same time as provide practical guidance on navigating digital disruption and stepping into digital leadership.

The Breakfast Forum will feature noted Australian **Stephen Scheeler** – former CEO of Facebook ANZ and Executive in Residence at the AGSM, as well as **Dr Pietro Boselli**, Social Media Influencer, TED Talker and Entrepreneur.

With 2.5 million followers on Instagram and in excess of 20 million views on YouTube, most people know 29-year-old Pietro Boselli for his social media stardom or for his ability to balance strength and endurance to achieve peak physical fitness, or as a top fashion model, having worked for major designer brands such as Armani, Moschino, Tommy Hilfiger and appeared in leading publications such as GQ, Vogue, Harper's Bazaar. Not satisfied with this success he has also earned a PhD in Mechanical Engineering from University College London (UCL), where he served as a lecturer in mathematical modelling & analysis, computing, and thermodynamics, as well as launching his own fitnesswear label.

Boselli has built a unique career for himself based on an inter-disciplinary approach that leverages different facets of his passions and personality. Through his unconventional approach to learning and skill development, as well as engagement with social media, he has managed to carve out a unique career that offers up clues as to what is required to become a digital leader in the 21<sup>st</sup> Century.

In addition to the live presentations and classes the day will draw on content recorded with noted digital leaders including:

- **Geoffrey Moore** - author of best-selling business books including *Crossing the Chasm* and *Inside the Tornado and Zone to Win*, renowned speaker, advisor, and venture partner to Salesforce, Microsoft, IBM, Intel, Box, Aruba, Cognizant and Rackspace.
- **Robby Mook** – Hilary Clinton for President 2016 Campaign Manager. Most people who get hacked can't talk about it, but Robby Mook can. While working as the



campaign manager in 2016, Robby had to navigate one of the most infamous series of hacks in history to secure the organisation and respond to daily releases of sensitive information. With the material from Robby there is first-hand insight into the new normal of information operations and what do about them.

The breakfast forum and follow-on master classes have been developed in conjunction with the AGSM at the University of New South Wales Business School and represents a new type of collaboration between enterprise and education.

**Wesley Toms** from the AGSM@UNSW Business School says: "Having attended Accelerate last year - where I was particularly impressed with the 'event with a difference' approach – getting to collaborate on this year's program seems to have really hit the mark for our enterprise clients and graduate students. It is a strong imperative for AGSM to forge new learning pathways for a next generation of digital leaders – across a spectrum of new courses and initiatives this year."

Says **Samuel Williams** Speaker and Event Director: "Tackling digital disruption is becoming the new imperative not just for business leaders, but also for anyone who is wondering what's next in their career. Tackling this challenge and offering up pathways to step into Digital Leadership was the next logical step for Accelerate, moving into its third year. The concepts and the collaboration - along with the unique talent coming together to put this day together – all promise to deliver an experience that will connect participants to new digital career possibilities."

Learn more about the event here: <http://www.accelerate.world/sydney2018>

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#### **About Accelerate**

Accelerate is an ecosystem of partners focused on helping organisations navigate Digital Disruption. Partners include [Certus Solutions](#) and [Tech Data](#) - as IBM Partners; [Cognition](#), [Linus](#) and [FaceMe](#) as digital game-changers in the world of Artificial Intelligence and [Aamplify](#) as digital marketing and thought-leadership partner. Along with the [AGSM @UNSW Business School](#).

Learn more at [www.accelerate.world](http://www.accelerate.world) - a content hub that brings together exclusive innovation content and contributions from across the world.

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