

Sofie Sandell

Speaker, author and writer at www.SofieSandell.com

London, , GB

Social media, digital media & creativity in business
speaker

Biography

Sofie Sandell is an entrepreneur with interests spanning from technology and leadership to art and sailing. Sofie's passion is to teach and inspire people on how to become digital and creative leaders. Sofie is an author, trainer, speaker and university lecturer. Her book 'Digital Leadership' will be published 2013. She is also a regular contributor to the technology radio show #TechTalkfest where she talks about all things digital. Sofie has had a number of leadership roles in non-governmental organisations and in 2011 she was awarded the Freedom of the City of London in recognition of her service to the city. Sofie loves technology and she loves communicating. She believes that digital success is about creating better and stronger connections online and offline by using the digital tools. Her favourite online networks are Facebook, LinkedIn, Twitter, MeetUp and the Harvard Business Review blog. Sofie's clients include small and big businesses, politicians, entrepreneurs, creative professionals, company executives and CEOs who want to succeed in the digital world using their own and their team's creativity. Sofie was born and raised in Sweden and now lives in London; she works all around the world.

Availability

Keynote, Panelist, Workshop, Author Appearance, Corporate Training

Industry Expertise

Training and Development, Media - Online, Social Media

Areas of Expertise

Creativity, Digital Leadership, Social Media

Affiliations

Junior Chamber International

Sample Talks

Digital Leadership

Today I would like to speak to you about digital leadership and creativity in business And for me digital leadership means that you know how to handle the new digital opportunities and that you learn how to listen to new ideas and suggestions. Many of us are active in social media and we use digital tools every day. This means that you and I will have loads of ideas how we can use digital tools and solutions in education. Many people will put forward new ideas and the idea is killed...

Event Appearances

Digital leadership - empowering new ideas
TEDxUCL

Setting your conditions for creativity
5x5 College of Public Speaking PowerPoint Event

Digital Leadership and Creativity
TeachMeet London

Education

Lund University
Master in Business Administration Organisation and Leadership

Accomplishments

Freedom of the City of London
Awarded Awarded Freedom of the City of London for service to the City.

Senator Junior Chamber International
For my contribution to Junior Chamber International I got awarded a Senatorship by my local chamber JCI London.

Testimonials

Gurnam Selvarajah
Sofie and I met via a mutual colleague. Her knowledge and expertise in Digital Media was evident from my first meeting with Sofie. We went on to deliver a joint event for Women Entrepreneurs titled :Boost Your Online Profile. Since then Sofie has given me an insight into social media but more importantly the confident message to try and try again until I find my online voice. I would recommend Sofie to anyone looking for a personal Digital Media/Social Media Coach. Gurnam from Women Entrepreneurs (www.we-uk.com).

Reza Zolfagharifard

Sofie Sandell who is an inspirational trainer and a visionary business consultant, has recently joined us at Bold Training Club as a highly respected member of the team. She had a constructive impact straightaway. Sofie's collaboration brought fresh ideas, excitement and strength to the club. She knows how to inspire, awaken and move her audience to take creative actions. Sofie's unique combination of skills in creativity and digital leadership together with her ambitious attitude and pleasant personality make her an exceptional team member.

Rene Mance

Sofie is a superb communicator and motivator. She is an inspiring business leader who is a committed and passionate individual who genuinely cares about the success of what she is involved in and the people she is working with. She always goes the extra mile and gets people enthused and engaged in what she is doing. It was very effective in reinforcing the importance of creativity in business and clearly illustrated how vital creative thinking and innovation really is in producing results for long-term business success. For many of my own projects, I will be trying out this team approach of working with people who complement each other; voicing and sharing ideas, which will hopefully lead to those brilliant ideas which can be implemented!

Dr Dale Huey

Sofie provided a Creativity Workshop, for 40 staff from our psychological therapy service, which was full of experiential learning and presented with warmth, curiosity and optimism. The content was based on sound psychological principles. We were shown how sometimes default thinking patterns and response styles can limit, rather than facilitate, creative thinking. As well as increasing our insight into the content and consequences of our thinking styles, we all stepped (not too far!) out of our comfort zones and had fun together as a team.

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