Linda Bracken

Specialist Consultant

"Linda's personable and engaging approach made a significant difference in her delivery of the Emerging Leaders Advisory Council Programme (over two consecutive years). She was able to connect with the participants, build their confidence, and support them particularly well in developing and delivering their elevator pitches. We were genuinely impressed by the quality of the final presentations."

Samantha Read, Chief Executive Officer

Short Profile

Linda Bracken is a dynamic non-executive director and senior executive with a reputation for professional integrity, creating high performance teams and large-scale transformational leadership. She combines her inquiring mind and interpersonal skills with extensive digital and customer/audience knowledge to achieve results in a positive and inclusive way — bringing people with her — at board level or with corporate clients. As a result, Linda has led some of the most significant developments across the media, music and digital landscape in Australia.

Linda was at the forefront of change across the ABC leveraging disruptive trends and technologies. Introducing design thinking into content creation and digital product development, as Head of Digital Experience, she was responsible for digital products such as iView, ABC Local online, ABC News, ABC Listen, ABC Kids Listen and triple j.

She is skilled at spotting emerging audience and customer trends, and capitalising on that for maximum market-leading benefit — the ABC's dominance in podcasting is just one example. Bringing an enviable track record in delivering high value transformational projects, she was responsible for the creation of ABC Open, a $15.3million digital project across 50 locations, dealing with all government and community stakeholders. She has an undeniable track record in leading strategy, as the ABC's Head of Audience Strategy, a division that included International Strategy and the R&D department. Since leaving the ABC she has continued to help companies understand and better service their customers and attract new ones utilizing her deep knowledge of things digital.

Linda oversaw the creation of the powerhouse triple j youth brand — a leading edge in social media marketing and engagement and cross platform engagement. She grew the triple j Hottest 100 into the largest music poll in the world and one of the single most successful media moments in Australia. Likewise, her development of triple j unearthed.com changed the Australian music industry. Artists 'unearthed' by triple j have gone on to win Grammys, ARIAs and achieved international success. Adopting an entrepreneurial, start-up approach to the triple j brand, she led the development of a successful commercial franchise associated with the brand, including multi chart topping CD releases, merchandise, magazines, TV, social media and third-party commercial opportunities.

Linda's media skills, community leadership, individual mentorship and digital innovation have been rewarded by in multiple ways including AIMIA and Walkley awards. She was awarded the NSW Government Service Medal for Emergency Broadcast coverage. She is in demand as a keynote speaker on change management, organisational culture, and digital strategy and innovation across Australia, North America and Europe.

Qualifications

Graduate, Company Directors Course, Australian Institute of Company Directors, 2018

Advanced Diploma in Broadcasting

Cert IV Workplace Trainer and Assessor

Bachelor of Arts (incomplete), University of Newcastle, 1986-1989

Current Board Roles and Memberships

- Nominations Committee Member, **auDA - .au Domain Administration Ltd**, since 2025
- Board Member and Member of the National Horse Traceability Implementation Taskforce, **Agriculture Victoria**, since 2024
- Non-Executive Director, **NSW Local Land Services (Greater Sydney Local Board)**, since 2023

- Vice President, **Australian Horse Industry Council**, since 2019
- Founder, **Flying Change Equine Executive Leadership**, since 2019
- Graduate Member, **Australian Institute of Company Directors**, since 2018

Past Board Roles

- Board Member and Chair of the Marketing and Fundraising Committee, Bobby Goldsmith Foundation (2019-2024)

Consulting Focus

Despite her deep digital knowledge, she is known for her ability to explain digital trends and disruptive technologies in way that is very relatable to both individuals and larger audiences Including boards. She loves empowering people with the knowledge they need to feel comfortable having discussions in these areas and how they can drive business transformation.

Nicknamed the 'talent whisperer' Linda is passionate about mentoring and supporting future leaders, especially young women. Throughout her career, she has been instrumental in discovering and developing significant on and off-air talent. She is in demand to coach CEOs, Chairs and C-suite executives to improve their public speaking and presentation skills.

Linda uses her extensive corporate experience and deep knowledge of business transformation and talent development in the following areas:

- Digital and media strategy
- Talent and leadership development
- Change management
- Brand building
- Consumer and audience trends
- Executive presentation and public speaking coaching
- Stakeholder communications and management

Executive Experience

Head of Audience Strategy and Digital Experience, **ABC** (2017-2018)

- Responsible for creating strategies to retain existing audiences and acquire additional ones.
- Led the ABC's R&D and International departments
- Digital content and design strategy for the ABC's Digital product portfolio – including iview, ABC News online, ABC Listen, triple j

Head of Multiplatform and Content, **ABC Radio** (2009- 2017)

- Oversaw the transformation of ABC Radio into a major digital player including ABC Radio becoming the leading podcast producer in Australia, based on a new approach to content commissioning using Human Centred Design.
- Rolled out the largest digital content start-up in ABC history across 50 locations with a budget of $14million.
- Responsible for schedule and talent commissioning across all ABC Radio Networks

Manager, **triple j** (2001-2009)

- Led the on-air and brand rejuvenation of the ABC's Youth Broadcaster and the expansion across digital, social, TV, CD's, merchandise and magazines.

Other Activities

Linda believes strongly in the power of community and volunteering. She is a member of a number of organisations including as a volunteer with her local Rural Fire Service in St Albans NSW, and a trained carer and member of WIRES – the wildlife rescue and information service, a member and regular cattle muster rider for the historic St Albans Common, and a member of the Macdonald Valley Association. She is a life-long equestrian competitor and coach, training horses and riders to competition level at Pony Club, dressage and more recently for endurance events.