



Christelle ***Damiens***

Director Author Speaker

**20 YEARS OF INTERNATIONAL
BUSINESS DEVELOPMENT**

Media Kit



About Christelle

Christelle Damiens founded Exportia in 2006, shortly after Christelle migrated from France to Australia. After 6 years in sales at IBM Paris, she decided to turn her back to a corporate career to go back to her passion for international business and to focus particularly on small businesses.

Based on her 20 years of sales experience internationally in a high tech environment, she found that small and medium sized businesses always face the same challenges. They often lack the time, financial and human resources to take the step. Following years working closely with dozens of innovative small to medium sized companies, she now has a track record of taking them to their million Euros in sales and beyond.

On this journey, she has developed a 4-Step-framework and a set of tools tailored to the needs of technology companies that enable them to successfully scale in the European market.

Author

Christelle writes International business books for small businesses worldwide that want to scale their business internationally.

Her first book **“Ready, Tech, Go! The definitive guide to exporting Australian technology to Europe”** became one of Amazon’s Bestseller in March 2016.

Christelle’s second book **“The 4 Steps to generate your first million euros in Sales”** will be out this mid-2020.



“Christelle Damiens is a true leader in the exporting arena - she's completely across the issues and the opportunities.”

- Andrew Griffiths

Media

Christelle comments and writes articles on the following topics:

- International traveler life
- Scaling businesses internationally
- Managing cross-cultural teams
- Managing work life balance and travel
- Recruiting international sales teams
- Export readiness
- Recruiting, managing and motivating European distributors
- Choosing the Right European market for your business
- Exporting technology
- Exporting for small businesses
- Choose the right European market for your business
- Exporting to Europe
- Motivating and managing distributors
- Managing European Sales team
- B2B International sales
- Small businesses and start-ups going global
- Women in International business
- Women & Entrepreneurship



Le *nouvel* Economiste



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Speaker

For the last ten years, Christelle has conducted a range of workshops and presentations about exporting and about the European market in Australia as well as internationally.

Some of her last presentations include partnering with:



Type of speaker engagement

- ▣ Panel
- ▣ Keynotes
- ▣ MC
- ▣ Workshops and masterclasses
- ▣ Training programmes for sales teams
- ▣ Webinars

Christelle has wowed our audiences twice now. She has the gift of vulnerability and authority that takes people on a journey. Her zesty French accent certainly adds to the charm! If you're considering Christelle, she has my highest recommendation.

- Glen Carlson, Director, Dent Global.

Christelle Damiens is an interesting, relaxed, and comfortable speaker who has a great story to tell. She received a warm response from her audience and the feedback we received about our speaker was all positive.

**- Cath Duncan, Board Chair
Anna Rennie Chapter**

Christelle is a true professional and gave great insights into the challenges people face and how to deal with them effectively.

- Ken Long, Ausindustry Advisor

Thanks for a wonderful webinar series, I really got a lot out of both sessions. Lots of follow up actions for us coming out of this series of presentations, I think it has really sparked a few ideas and highlighted some areas we can look into more closely.

**- Alex Newton, CEO & Co-Founder
Navi Medical Technologies**



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