



# LAUREN WOOLF

**Location:** Auckland

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Lauren Woolf: Fueling Creativity and Leadership in the Business World

With a remarkable career spanning over two decades in advertising, marketing, and the creative arts, Lauren Woolf, aka MRS WOOLF, is a visionary entrepreneur and an influential figure in the global creative economy. Holding previous leadership positions at renowned organisations like Ogilvy, British American Tobacco, and the marketing services company she founded and sold, Antipod, Lauren's journey has been nothing short of inspiring. Her last corporate role before starting an entrepreneurial journey, was that of Chief Marketing & Talent Officer for Ogilvy South Africa.

Lauren's relentless pursuit of knowledge and growth led her to complete an Executive MBA through The Berlin School of Creative Leadership in 2016. Her Masters Thesis delved into the paradoxical lack of organisational marketing and creativity within creative companies compared to their exceptional output for clients. Her research and findings were showcased in Berlin, highlighting her keen insights into the creative industry.

Driven by a deep passion for understanding how creative organisations thrive, Lauren founded MRS WOOLF in 2017 and later launched The Creative Leadership Academy (TCLA) in 2018. TCLA offers experiential learning and development programs catered to the creative economy and companies seeking to enhance their creative prowess.

Backed by a talented Woolf Pack spread across the globe, Lauren operates from her base in Auckland, New Zealand. Her recent accomplishments include spearheading the global NZ Tech & Innovation Story design project, contributing to the marketing and engagement efforts of Auckland-based creative arts ecosystem DEPOT, and providing consulting expertise on a global digital asset project for GLORIOUS DIGITAL. Additionally, she has undertaken numerous strategy and design projects for clients in the USA, UK, and South Africa.

Beyond her professional ventures, Lauren remains actively involved in various advisory roles and mentorship programs. She serves on the advisory board for yWhales, a USA-based corporate focused on guiding leaders and established companies through the transition from Web 2 to Web 3.



**COLLABORATE**  
MANAGEMENT

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Additionally, she contributes her expertise to YPO New Zealand's executive committee and holds roles as patron and mentor for the Artists Proof Studio (APS), Business Arts South Africa (BASA), and Youth Arts New Zealand (YANZ).

In 2020, Lauren co-founded The Lockdown Collection, an innovative art initiative that captured South Africa's historic Covid-19 lockdown and supported vulnerable artists through the sale of contemporary African works worldwide.

As a highly respected keynote speaker and workshop facilitator, Lauren curates themes that revolve around creativity, leadership, technology, art, and social impact. Her captivating talks inspire audiences with insights into creative leadership and its significance in shaping the future. Whether exploring the impact of emergent technology on brands and business or delving into the value of art and its impact, Lauren's presentations leave a lasting impression on her audiences.

In a world driven by innovation and creativity, Lauren Woolf's contributions stand as a testament to the power of visionary leadership and the transformative potential of the creative economy. Her unwavering dedication to fueling creativity and guiding businesses towards a brighter future makes her a sought-after speaker and a force to be reckoned with in the business world.

## SKILLS

### Languages

Afrikaans, French

### Other

Corporate Speaking, MC Events & Conferences, Public Speaker

### Speaking Topics

Creativity, Emergent Technologies, Female Role Model, Keynote Speaking, Leadership, Panel Discussions, Women in Business

