



Kiel Van Daal

CO-FOUNDER DIGILANTE | BRW FAST STARTERS 2015 & 2016
2018 ENTREPRENEUR'S ORGANISATION (EO) SYDNEY PRESIDENT

www.digilante.com.au

Biography

Kiel Van Daal is the co-founder and Managing Director of Sydney-based creative agency Digilante and the incoming 2018 President of the Entrepreneurs' Organisation (EO) Sydney.

Kiel is an outgoing, proactive young entrepreneur who possesses a unique drive and passion for life that he infuses into all of his endeavours. He attributes this in part to the challenges he has faced with having mild cerebral palsy. There were times where the frustration of not being just like everyone else impacted upon Kiel. Overcoming those challenging times has helped to influence Kiel's determination to succeed in life and business.

In 2013 Kiel partnered with Eric O'Brien and co-founded Digilante a creative agency that combines new technologies with traditional creative marketing to deliver engaging campaigns and customer experiences for brands like Rugby Australia, Bethesda, Qudos Bank, NSW Health, Mercedes Benz Sydney, Eclipx Group, Chubb Insurance, and City of Sydney. The rapid success of Digilante has seen it rank in BRW's Fast Starters twice, and achieving turnover into the millions in only a few short years.

As an advocate for entrepreneurship and small business, Kiel was chosen to take on the role of President of the Entrepreneurs Organisation (EO) Sydney for 2018 after serving on the board for two years prior.

Kiel's conversational skills and outgoing personality help him to feel at home talking on panels and sharing not only his technological expertise but also his refreshing approach to work life balance. He strongly believes that entrepreneurs must not work themselves into the ground and that burnout needs be avoided if success is to remain long term.

Though Kiel is a Sydney-sider originally, he now shares his time between Sydney, Melbourne and Singapore.



Media

AdNews

Search AdNews

News Opinions Campaigns Rankings Events

Sydney 7s re-positions brand, aims for new audiences

By Arvind Hickman | 11 December 2017

The HSBC Sydney 7s rugby tournament has a new corporate identity and has launched a new campaign, 'Get Your Game On', to promote next year's event.



The new logo of the HSBC Sydney 7s.

Sydney creative agency Digilante created the campaign, which attempts to broaden the appeal of the event in spite of this year's tournament selling out.

The rebrand comes in the wake of a lukewarm reception to Rugby Australia's corporate makeover, also by Digilante, that drew the ire of one rugby fan and branding expert on AdNews.



ExecutiveStyle

FOLLOW US

What it takes to fast track your career from an early age

Gary Nunn | Nov 21 2017



Executive producer Michael Pell (centre) swapped nights partying for double shifts working. Photo: Jesse Marlow

SHARE When he was 12, Michael Pell wrote a lot of letters.

But instead of being to pen-pals, they were all addressed to TV stations, imploring them to take him on as their work experience boy.

Campaign Brief

Newly renamed Rugby Australia announces new identity via Sydney creative agency Digilante

Monday 30, October 2017 at 4:21 PM by Ricki

Comments (3)

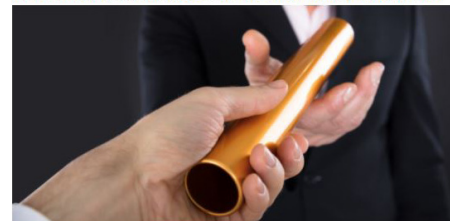


A new era for Australian Rugby Union, now named Rugby Australia, or Rugby AU for short, has been announced with the unveiling of a new brand identity created by Sydney-based creative agency Digilante.

Digilante was tasked with representing Rugby Australia's progression to become a more relevant,

DYNAMIC | BUSINESS

WHY SMALL BUSINESSES NEED GENERAL MANAGERS



BY KIEL VAN DAAL / SMALL BUSINESS, STRATEGY / 12 JAN 2018

Like 15 | Tweet 1 | Share 24 | Google+ 0 | Email 0

As anyone who starts a business will tell you, the time and effort required to move from startup to sustainable small business is intense and as a founder

smartcompany | StartupSmart | Lists | Partner Content | Events

HOT 30 UNDER 30

21 Kiel Van Daal

COMPANY | Digilante

AGE | 29

Kiel Van Daal founded digital communications agency Digilante three years ago.

The business has been able to snap up blue-chip and corporate clients in a very short amount of time and is turning over around \$2.3 million.



ABOUT GET INTERVIEWED ADVERTISE PARTNER



Articles, Interviews, Social Enterprise | July 7, 2016

Kiel Van Daal – Co-Founder of Digilante

by The Social Deck



website facebook twitter

From a young age, it was clear that Kiel had an eye for detail, the saying "a job isn't worth doing unless it's done well" resonates throughout everything he puts his name to.

It wasn't immediately clear that Kiel would one day own and run several successful agencies, but the entrepreneurial spirit was always present.

After finishing a degree in communications at UTS Kiel co-founded his first agency at 29 years old. His innate talent for business and strong leadership skills has seen his 2nd agency Digilante rank in BRW's Fast Starters and receive 2 consecutive nods in Smart Company's hot 30 under 30.



Mumbrella Editorial Events Jobs

OPINION

The secrets of the Fast Starters

October 20, 2015 4:24
by ALEX HAYES

Some of adland's most entrepreneurial agencies were recognised on this year's BRW Fast Starter top 100 list. Here Alex Hayes speaks to some of the agency bosses about the secrets of their



lifehacker | AU

How I Succeeded: Digilante's Kiel Van Daal

Chris Jager

Nov 17, 2017, 3:00pm Filed to: Australian Stories

Share f t in d



Kiel Van Daal Speaking Topics



Stop glorifying working yourself into the ground –

Burnout needs to be avoided if success is to remain long term. Entrepreneurs should use their sweat, blood and loyalty to build up profit to be able to invest in the right people (e.g. CEOs) to help run their businesses.



Overcoming adversity –

How this young entrepreneur has defied mild cerebral palsy to become a successful business leader and cofounder of a multi million dollar creative agency.



The best businesses thrive on intergenerational culture –

Here is why and how to make it happen, based on my experience.



To rebrand, or not to rebrand –

Some businesses rebrand like it is going out of fashion. Here are the conditions that should be in place to warrant a rebrand, and here's when it won't work.

Don't let your fear of technology leave your traditional business behind –

Combining emerging technologies with your traditional business will give you a competitive edge that is needed if you are to be more successful than the bigger businesses that are winning more clients than you.

Kiel Van Daal is Sydney based and travels regularly between Sydney, Melbourne and Singapore.

Contact

For speaking engagements, brand collaborations, media interviews and rate cards, please contact:

Samantha Dybac – Managing Director, The PR Hub

samantha@theprhub.com.au | +61 411 251 373 | 3/63 William Street, Darlinghurst 2010 NSW Australia