



**Daniela Kraus:** Director, XVenture

Daniela is an accomplished director and chief operating officer at XVenture, a unique learning, leadership, and media group. In her role, she oversees the day-to-day operations of the business and provides coaching and facilitation support for elite sports teams, business clients, educational institutions, teachers and youths.

Driven by a lifelong passion for learning, Daniela has continually expanded her formal qualifications in psychology and marketing (University of Otago), earning graduate certificates in Neuroscience from the University of New England and Organizational Coaching from Swinburne. She is also accredited with Belbin, further enhancing her expertise. With fluency in English, German, French, and Spanish, Daniela effortlessly connects with individuals from diverse backgrounds.

Prior to embarking on her professional career, Daniela spent time training as an Outdoor Education instructor in the UK, working with young people aged 5-15 across a number of outdoor activities such as climbing, abseiling, team building and more. Her love for snowboarding and working with young people led her to taking a semester in Canada during her studies as a snowboard instructor.

Since leaving University she spent time working in experiential marketing, before taking a Global Role as Consumer Products and Brand Manager at children's entertainment group, The Wiggles, for 3 years.

She joined Mike Conway at XVenture in 2013 and 10 years on, Daniela has delivered a blend of one-on-one and team coaching sessions, workshops and experientially-based learning to professionals across a wide range of industries. Notable career highlights include leading and delivering virtual high-performance manager team training for UK-based fitness and apparel group "Gymshark," providing one-on-one coaching for an emerging leader from General Mills, and executive coaching to a senior executive from big data group Axiom and coaching senior teachers in the XVenture School's program. She has also played instrumental roles as a lead and supporting coach for team experiential programs for organizations including Westpac, General Mills, ecostore, Woolworths, University of Wollongong, Macquarie Graduate School of Management, and the Australian Dental Association.

Daniela has developed expertise in the application of emotional agility and mind coaching techniques, working alongside Mike Conway, with elite teams such as the Sydney Sixers and Sydney Thunder, Sydney FC, Western Sydney Wanderers, Wellington Phoenix, Perth Glory, and Birmingham Phoenix (UK).

In 2017 and 2018, Daniela provided impactful mentoring and coaching support to families (both parents and teenagers) participating in the XVenture Family Challenge TV series, both during the production and in the lead-up to the show. Since 2020, Daniela has led and facilitated over 100 live virtual team experiences, engaging more than 5000 participants worldwide through XVenture's Mind Games including EY, ABB, HP, Western University, Hubspot, Woolworths, Big W X, Melbourne City FC, Australian Women's Cricket team, Chicago Fire FC, Nuzest, Parkable as well as several high schools.

With a personal passion for playing football (soccer), Daniela actively contributes as a team captain and player-coach, bringing her leadership skills to each team she joins. Currently pursuing a football coaching license and completing the FCA XV Essential Skills Program, she consistently strives for personal and professional growth.

As a coach and mentor in her current position, Daniela draws on her extensive expertise to provide invaluable support and guidance to individuals within the team. Through her mentorship, she fosters a supportive and growth-oriented environment, empowering individuals to unlock their full potential. This also extends to her home environment, where Daniela is a respite foster carer providing support on a regular basis for young people aged 5 – 16 years old.