



### About the Author

Fi Bendall is an expert and pioneer in digital strategy and one of Australia's most respected leaders in the digital space. She is the Managing Director of Bendalls Group, a team of highly trained digital specialists, i-media subject matter experts and developers.

Fi regularly author's articles on digital strategy which are published in many digital trade publications as well as providing comments to journalists on a range of digital related topics. She is a recognised and well regarded speaker having spoken at a wide range of conferences.

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