

Joel Labi

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Joellabi.com

PROFILE

15+ years as a global communications professional with a skillset at the intersection of journalism, media strategy and politics, specialising in highly regulated industries.

- **Political expertise** having served as Press Secretary to Australia's Federal Treasurer and Deputy Leader of the governing Liberal Party.
 - **International experience** as news anchor/correspondent/producer at **CNN, Thomson Reuters** and **2GB**. Extensive reporting on business, capital markets, geopolitics and human-interest stories across the Australia, Asia, US, Middle East, Africa and Europe.
 - **Communications expertise** across **issues management, crisis management**, strategic communications, financial communications, corporate repositioning, media relations, **executive media training**, investor relations and team building.
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EXPERIENCE

Treasurer, The Hon. Josh Frydenberg MP – Sydney/Canberra
Media Adviser/Press Secretary (Nov 2020-Present)

Josh Frydenberg is Australia's Federal Treasurer, responsible for shepherding the economy through the worst economic crisis since the Great Depression. He is also Deputy Leader of the governing Liberal party.

- **Highlights include** devising political strategy and messaging, formulating official positions for domestic policy and international interactions including with the G20, OECD, IMF and global ratings agencies.
- Responsible for Treasurer's announcements calendar, including selecting optimal timing and media publications to deliver key announcements, crafting extensive briefing documents, facilitating background and on-the-record engagements to secure best possible coverage.
- Managing extensive media list of more than 350 domestic and international journalists/editors to ensure fair and accurate reporting.
- Daily coordination with the Office of the Australian Prime Minister and other relevant Ministers/Departments to ensure alignment with Government's broader political and communications objectives.
- Communications lead on major portfolio initiatives including:
 - World first News Media Bargaining Code, ensuring Google and Facebook pay for original content.
 - 2021/2022 Federal Budgets, both reaffirming Australia's enviable economic strength amid the pandemic.
 - 2022 Federal Election, with early strategising ahead of the May poll.
 - JobKeeper and other significant pandemic stimulus measures which saved the Australian economy from collapse.
 - The most significant reforms to digital payments in more than 25 years, covering crypto currency, Buy Now Pay Later and Digital Wallets.
 - Retirement Income Review - Australia's first review into its retirement income system in almost three decades.

ManifestSeven – New York

Vice President, Communications (May 2017-Present)

ManifestSeven is a leading Californian omnichannel for legal cannabis, with a B2B and B2C network stretching the length of the state. The company, modelled on Amazon, plans to IPO by 3Q2020 and has more than 150 staff.

- **Highlights include** designing and implementing company's communications function, including strategy related to anticipated public listing, issues and crisis management, corporate reputation, financial communications and investor relations.
- Positioning ManifestSeven as thought leader in legal cannabis space by enhancing public profile, cultivating and securing key media and investor relationships
- Increased tier-one media exposure, including interviews with [Bloomberg](#), [CNN](#), [Wall St Journal](#), secured via media network contacts
- Establishing, maintaining and leveraging relationships with mainstream and industry-specific journalists, analysts and influencers
- Liaising daily with Chief Executive and C-suite, driving strategic communications objectives in dynamic business environment
- Rigorous media training for CEO and relevant executive in preparation for interviews, conferences and investor-facing communications
- Creating internal communications network, coordinating town halls, CEO messages and company updates
- Leading a team of 10 including supporting communications agency

Ocean Grown Ventures – New York

Communications Consultant (April 2019-April 2020)

Ocean Grown Ventures is a science-focused company offering wellness solutions that meet pharmaceutical manufacturing standards. It is a strategic partner of Israeli pharma giant Panaxia.

- **Highlights include** crafting initial communications and investor-facing strategies geared towards capital raising and new corporate partnerships
- Leading issues management, strategic and financial communications initiatives during fundraising efforts
- Advising C-suite, including media training for CEO and COO
- Regularly backgrounding industry-focused journalists on company developments including recent partnership with pharmaceutical giant Panaxia

Thomson Reuters – Hong Kong

News Anchor/Correspondent (May 2017-August 2019)

- **Highlights include** extensive correspondent work across Asia-Pacific, servicing key clients including state-owned broadcasters CGTN (China) and TRT World (Turkey)
- Continued stakeholder management to ensure a balance between ethical journalism and desired content
- Reporting/Presenting portfolio includes:
 - Nightly anchoring for ViuTV News, Hong Kong's leading English-speaking bulletin
 - Business coverage for CGTN, including in-depth analysis of Hong Kong/China market movements and IPO related activity
 - Breaking news including 2019 Hong Kong protests, US-China trade war, North Korea tensions and regional elections,
- Took on newsroom leadership role given senior management is based abroad, training and mentoring junior reporters, providing editorial oversight, handling scheduling and other managerial tasks

Redfield Asset Management – Hong Kong
Global Head of Communications (April 2017-April 2018)

Redfield Asset Management is a venture capital firm specialising in high growth companies and industries. Its diverse investment portfolio spans cyber security, mining and legal cannabis

- **Highlights include** devising and implementing a communications strategy for this emerging Australian Venture Capital fund, with a focus on supporting growth ambitions
- Advising leadership on communications and branding approaches as well as other communications considerations for investments
- Supporting business development of highly diverse portfolio companies through tailored corporate communications including digital assets, media relations, investor relations and other key message documents
- Securing press coverage for portfolio companies including ManifestSeven and Israeli cyber-security firm Votiro, with CEOs featured on CNN, Fox News, Benzinga, GQ, Australian Financial Review, News Limited, WION News

CNN International – Hong Kong
Producer – News Stream (January 2016-May 2017)

- **Highlights include** extensive production of CNN's flagship Asia news program, exercising critical editorial judgment for live television
- Constructing major segments, including in-depth explainers on Australia's asylum seeker policy, Syria's civil war and Rodrigo Duterte's major controversies
- Writing and tracking packages
- Working directly with anchor and senior international correspondents to deliver compelling live shots and interviews

CNN International – Atlanta
Producer/On Air Talent (January 2015-January 2016)

- **Highlights include** providing live breaking news reporting during Ethiopian Jews riot in Tel Aviv, terror arrests in Sydney and Victoria's 2015 bushfire disaster
- Analysis on leadership challenge against Australian Prime Minister
- Writing and tracking packages
- Extensive production of hour-long, often simulcast shows. Many included major coverage of breaking news including Nepal Earthquake, Germanwings Crash, Israeli Elections, Bataclan and Charlie Hebdo terror attack, death of Saudi King Abdullah

Sky News TV, Macquarie Radio Network, Seven TV Network Australia – New York
Freelance US Correspondent (March 2014-January 2015)

- **Highlights include** comprehensive coverage of United Nations General Assembly, including speeches by leaders of US, UK, Australia, Iran, Saudi Arabia, Australia
- Attending the Oval Office for comments from Prime Minister Tony Abbott and US President Barack Obama
- United Nations Security Council sessions on Malaysian Airlines Flight 17 and the Israel-Gaza conflict
- Boston bombings one year anniversary

Macquarie Media Network (Radio 2GB) - Sydney
Chief News Anchor/Senior Reporter (June 2006-March 2014)

- **Highlights include** becoming the youngest person in network's history to be promoted to Chief News Anchor, working for talkback hosts Alan Jones and Ray Hadley, and contributing to their success as Australia's highest rating breakfast and morning shows
- Managing team of 15 journalists, mentoring younger staff and interns, providing editorial oversight
- Developed extensive network of contacts across Australian political spectrum, regularly leading coverage on breaking political events
- Lead reporter for major stories including:
 - Numerous Australian Federal Elections
 - Live coverage of Kevin Rudd's removal as Australian Prime Minister
 - Beijing/London Olympics in 2008 and 2012
 - Natural disasters including Victoria's Black Saturday bushfires and Cyclone Yasi

CURRENT VISA Australian Citizen

EDUCATION Bachelor of Arts (BA) in Communications (Journalism) – Graduated 2008

University of Technology – Sydney, Australia

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