

Catherine De Vrye

Catherine DeVrye is a globally experienced business speaker and bestselling author who brings authentic leadership insight, humour, and substance to every stage. With a dynamic international career and a compelling personal story, she empowers audiences to drive performance, resilience, and service excellence.

KEY TOPICS

- Hope Happens: Building Resilience in Times of Change
- The Customer Service Zoo: How to Deliver Service that Sticks
- Add Value, Not Cost: Practical Tools for Business Growth
- Turning Adversity into Advantage
- Hot Lemon & Honey: Finding Success Through Uncertainty

BIOGRAPHY

Introduction

Catherine DeVrye is a highly respected business speaker, bestselling author, and former IBM executive known for delivering results-driven insights on resilience, service, and leadership. With hands-on global experience across the corporate, public, and not-for-profit sectors, she equips audiences with tools for navigating change and thriving through challenge.

Professional Background & Credentials

Catherine's diverse professional journey spans executive roles in sales, marketing, human resources, and leadership development. During her decade at IBM, she held senior positions across three continents, including Asia Pacific Headquarters Human Resource Manager based in Tokyo, and Customer Education Manager for Asia/South Pacific. She later served as CEO of Junior Achievement Australia, worked as an advisor to Ministers of Education, Sport and Consumer Affairs, and sat on the board of the world's third-largest police service. Her early involvement in launching Australia's iconic 'Life. Be In It' campaign reflects a lifelong commitment to wellbeing and performance. Catherine has addressed audiences in over 30 countries, including engagements with Fortune 500 clients such as Rolls-Royce, American Express, KPMG, and 3M. Her consultancy, CDV Management—short for Clients Deserve Value—reflects her philosophy of excellence and practical impact.

Speaking Style & Audience Value

Catherine combines depth of experience with high energy and authentic delivery. Her sessions balance credible business acumen with human stories that resonate. Equally effective in keynotes, fireside chats or workshops, she motivates audiences to think differently, act with purpose, and deliver value. Her presentations are tailored, content-rich and often laced with humour—leaving leaders and teams empowered to adapt, innovate, and achieve their personal and organisational best.

Awards & Recognition

- Twice awarded Australian Keynote Speaker of the Year
- Recognised in Who's Who of Australian Women
- Chosen to carry the Olympic Torch at the Sydney 2000 Olympics

Books & Publications

Catherine is the bestselling author of nine non-fiction books, translated into over a dozen languages, including *Hope as My Compass, Hot Lemon & Honey, Good Service is Good Business and The Customer Service Zoo.* She has also co-authored corporate histories and contributed columns to national and international media.

Academic Roles

Catherine holds a Master of Science degree and has completed executive education at Harvard University, Melbourne Business School (Mt Eliza), and IMD in Switzerland. She has also lectured at universities and delivered keynote addresses at institutions including the Singapore Institute of Management.

Social Impact & Adventure

From orphanage to boardroom, and cancer survivor to global adventurer, Catherine's story is one of resilience in action. She's climbed Mt Kilimanjaro, trekked to Everest Base Camp, cycled over the Andes, and ventured to Timbuktu. She's also an active surf lifesaver and advocate for personal wellbeing. Depending on your brief, she will share elements of her remarkable life journey to uplift and connect with audiences on a deeply human level. Contact us now for more information on how Catherine can elevate your next team meeting!

WHAT PEOPLE SAY

> "*"Your presentation on strategies for success opened our eyes to limitations & our paradigms have now shifted to a higher plateau…first time we have given a standing ovation to any speaker."*"
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> **— KPMG Singapore and Malaysia**

> "*"Thought-provoking. You captured the minds of our senior executives and forced them to ponder the meaning of a customer service culture. Your drive for exceeding expectations was well and truly met when you then also filled in for a presenter who was running late. You managed the last minute request with grace, flexibility and quick thinking."*"
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> **— British Oxygen Company**

> "*"The response from my team has been overwhelming. The many commonsense messages & ideas you delivered on teamwork, service, delivery & personal attitude really struck a chord with all."*"
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> **— Fujitsu General**