

Sia Papageorgiou

I grew up in Melbourne, Australia, the middle daughter of Greek immigrant parents who spoke English with heavy accents. My upbringing, coupled with my ethnicity, profoundly shapes my approach to business as a communication professional. Drawing on my lived experience of cultural diversity, I bring a unique blend of empathy, cultural awareness, and emotional intelligence to the communication problems I solve for my clients.

After nearly five decades, I embrace the ongoing journey of becoming the best version of myself, continually evolving, and contributing to the tapestry of trust and excellence in the world of strategic communication.

I have been fortunate to receive numerous accolades for my work, amassing 54 awards for strategic communication excellence and leadership. Proudly, I hold the distinction of being one of the first Australian communication professionals to achieve SCMP certification through the Global Communication Certification Council.

As managing partner at the Centre for Strategic Communication Excellence, my mission is to elevate the value and visibility of strategic communication as a force for good in society. My endeavours are guided by a commitment to shaping cultures of care, where inclusivity, mental wellbeing, and psychological safety flourish as the norm, affording every individual the opportunity to feel a sense of belonging. I achieve this by cultivating communities, bridging diverse backgrounds, advocating for emotional wellbeing, and nurturing the development of communication professionals, leaders, and organisations.

My dedication to the communication profession intensifies, propelling much of my work with a deep-seated conviction. I am opinionated about what our profession can achieve and believe communication professionals have the best job in the world. Building genuine and trusted relationships is one of my superpowers. Recognised globally as a connector, I am an unwavering proponent of life-long learning, intuitive listening, and kindness. Authenticity is my compass, and I encourage others to embrace the same genuine approach in their communication.

I envision a future where I continue to approach life with an open mind, heart, and arms, eagerly embracing new opportunities to learn and grow. I am driven by my core values, firmly believing that trust, rooted in emotional generosity, serves as the essential foundation for a rich tapestry of thriving relationships. This trust acts as the unifying force that propels growth, collaboration, and resilience.

This girl is on fire.

