

Professional Member of the Professional Speaking Association & Global Speakers Federation

Winner: 'Guest Speaker of the Year' – The Network's 'South Yorkshire Business Awards', November 2013

Finalist: 'Speaker Factor' – Professional Speaking Association, October 2013



Bio

Frederika is Italian and German, was born in Italy and grew up in Luxembourg; she has a passion for languages (speaks Italian, German, French and English fluently and also a little Luxembourgish and Spanish). Having moved to the UK in 1990 to study for her Business and Management degree at Bradford University, where she met her husband, Frederika now lives in South Yorkshire with her husband and two teenage daughters.

Frederika's career has spanned from teaching to [social media marketing](#) via recruitment, from voice-over work and radio presenting to [professional speaking](#). From family traumas (*see page 2) to the challenges she has surmounted while setting up, growing, shrinking and closing businesses, Frederika's life has been a roller-coaster of emotions.

Frederika has been featured in the local press and on [BBC Radio Sheffield](#) and other local radio on a number of occasions.

The Happiness Speaker

Frederika describes herself as a 'fundamentally happy' person and shares the ingredients to her recipe for happiness through her speaking and writing with simple and practical tips for achieving / sustaining 'fundamental happiness'. *Some recent and forthcoming events:*

- Keynote Speaker, [Brand Yorkshire](#), 8th October 2014
- Happiness Seminar at a Police Inspectors' CPD day at [Greater Manchester Police](#) HQ, 19th March 2014
- Regular 'Meet the Expert' speaker at [Doncaster Graduate Accelerator Programme](#), most recent one in March 2014
- Happiness Seminar (Masterclass) to a group of [BBC](#) employees on 4th March 2014
- Keynote Speaker at the [Doncaster Business Showcase](#) on 20th February 2014
- [Professional Speaking Association](#) 'Speaker Factor' Finalist at internationally attended 'Mega Convention' in Manchester, October 2013
- Keynote Speaker at Age UK event in Doncaster on 1st October in honour of "Older People's Day"



Social Media Marketing Angel

Frederika helps small businesses to maximise the power of social media to raise brand awareness and enable them to be found on search engines. She does this primarily through group workshops and one-to-one training sessions. *Recent activities include:*

- Guest speaker at 'Meet the Alumni' event at the [University of Bradford School of Management](#) with a seminar entitled 'Social Media: Am I doing it right?' on 12th March 2014
- Workshops for tenants of RIDO (Rotherham Investment and Development Organisation) 'Soft Landing Zone' business incubator office premises
- Workshops and small group 'surgeries' to Rotherham town centre retailers under the 'Mary Portas Pilot' funding programme
- Workshops for Doncaster businesses under the 'Business Doncaster' support programme, via Beta Technology
- Management of website and social media activities for [Doncaster Speakers](#), a [Toastmasters International](#) club
- Outsourced 'tweeter' for the Yorkshire Region of the '4N' Business Networking organisation, Oct 2013 – Mar 2014



Gloriously Good Food

Frederika also writes a food (recipes and reviews) blog: <http://gloriouslygoodfood.com>

Author

- *Recipe for Happiness: 9 essential ingredients for a happy life*, Paperback, December 2013, Kindle January 2014 (Available from [Oodlebooks and Amazon](#))
- *Twitter and Facebook Essentials*, [Kindle Edition](#), April 2013

Frederika is available for commentary on the following topics:

Happiness, Positivity, Overcoming Adversity, Parenting, Small/Micro Business, Women in Business, Social Media & Social Media Marketing, Food & Recipes (especially Italian), Recruitment.

Contact & further information

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Further information and links to previous press/media: <http://www.happiness-speaker.co.uk/press>

* Family Traumas – Frederika's daughters (in Frederika's own words)

Both my daughters were born with severe heart defects. We found out about Charlie's (now 16 years old) at birth; Hannah's (now 14 years old) diagnosis came when I was 20 weeks pregnant. I was advised to consider a termination!

Hannah became ill with bronchiolitis when she was just 10 days old; she was in my arms when she stopped breathing, which resulted in her heart stopping, just as my midwife knocked on the door to do a routine check-up and was able to resuscitate her.

She then contracted the flu when she was just over 2 months old. She was in and out of hospital for much of her first year of life and had open heart surgery when she was just 10 months old (her surgery included the fitting of a bovine artery and valve to replace her missing pulmonary artery – she was part of a clinical trial and this procedure was a huge success).

She is a happy, affectionate and intelligent teenager with a lust for life, a sparky sense of humour and a delightfully irritating stubborn streak! She wants to become a paediatric cardio-thoracic surgeon when she grows up.

Charlie had open heart surgery when she was 5. She made a rapid recovery and was home within a week, only to be rushed back in as an emergency with post-surgery complications a few weeks later, but she overcame these with a maturity beyond her years, even then.

We always thought we had less to worry about with Charlie than Hannah, but on 3rd February 2010, we faced every parent's worst nightmare when we went to wake her up for school in the morning: Charlie had suffered a cardiac arrest. My husband administered CPR while I was on the phone to 999, with Hannah running between the 2 rooms, relaying instructions. Charlie received outstanding care at Doncaster Royal Infirmary and was then transferred to Leeds, where after 8 days of being kept unconscious in Intensive Care, she miraculously woke up with no long-term mental or physical damage. She was the first patient in Leeds (and one of the first few children/teenagers in the world, I believe) to be fitted with a Cameron Health Subcutaneous Defibrillator.

One of her first wishes on waking up from this experience was a pair of 'Irregular Choice' brand shoes! She now delights in telling people about 'the day she died' and continues to be witty, lively and delightful with all her little individual quirks. She is passionate about classical civilisations and wants to study History at Cambridge University, then go on to write novels and/or go into politics.