

Danni Avital

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Professional Profile

Commercially driven Global Learning & Capability leader with extensive experience shaping scalable learning strategies across international media and marketing organisations. Most recently working as Global Lead – Client Learning at WPP Media, partnering with senior stakeholders to embed capability frameworks that drive performance, enhance operational effectiveness, and support business growth. Brings a distinctive blend of L&D expertise and deep commercial/financial grounding.

Key Achievements

- Led global capability strategies across multi-market and multi-disciplinary teams, embedding scalable learning frameworks for Senior Leadership.
- Aligned learning needs analysis to commercial priorities and organisation strategy.
- Partnered with senior stakeholders to enable capability transformation across global and hybrid teams
- Implemented systems and process improvements to enhance efficiency and business performance, including deployment of new LMS platform (Totara) and financial reporting tool (Hyperion).
- Drove operational and financial improvements through enhanced reporting, forecasting, and governance.

Core Expertise

- Global Learning Strategy & Capability Transformation.
- Leadership Development & Organisational Effectiveness.
- Operational Excellence & Process Optimisation.
- Programme Delivery (PRINCE2, Lean Six Sigma, Agile).
- Executive Stakeholder Engagement.
- Commercial Strategy & Financial Management.

Professional Experience

- Global Lead – Client Learning | **WPP Media** | Jan 2025 – Apr 2026
- Capability & Learning Lead, EMEA & Worldwide | **EssenceMediacom** | Sep 2022 – Jan 2025
- Senior Director, Business Operations | **Essence** | Jul 2018 – Sep 2022
- Commercial Operations Manager | **MediaCom** | Apr 2015 – Jun 2018
- Senior Management Accountant | **MediaCom** | Jun 2009 – Apr 2015

Education

Level 5 Associate Diploma: Organisational Learning & Development | **CIPD** | Present

BSc Mathematics (1st Class Honours) | **University of Southampton** | 2000 - 2003

Key Skills

Learning & Capability: Leadership development, capability frameworks, learning strategy, LMS/ LXP platforms, Articulate 360, Instructional Design methods (ADDIE, Blooms, Backward Design models)

Commercial & Financial: P&L management, financial reporting, forecasting, budgeting

Operational & Strategic: Business operations, process improvement, planning, commercial strategy

Tools & Methodologies: PRINCE2, Agile, Lean Six Sigma, Advanced Microsoft Office 365 skills.