



THE CROWD WHISPERER

HOW ADRIANA BRUSI TURNED A LIFETIME
OF BUILDING BUZZ INTO A PLATFORM
REWRITING THE RULES OF MARKETING

By **She Rises Studios Editorial Team**

There is a particular kind of entrepreneur who does not just spot gaps in the market. They live in them. Adriana Brusi has spent her entire life in the spaces between people: between a brand and its audience, between a performer and a crowd, between an idea and the moment it catches fire. Today, as the founder and Managing Director of Crowds Now, she is channeling three decades of hard-won instinct into a technology platform that may just be the most human solution to a deeply digital problem.

The story begins, as many great ones do, far from where it ends. Born and raised in Hong Kong, Adriana was never destined for a conventional path. A competitive gymnast who performed in the opera *AIDA* and made the Asia Pacific swimming team at age twelve, she was equally at home on a stage as in the water. By sixteen, she had been dubbed Hong Kong's youngest director, earning a government grant that put her to work with the Youth Arts Festival, helping children off the streets through dance, song, and theatre. She was also volunteering in orphanages after school. A commitment to service that still shapes her leadership today, evidenced by her ten-year role as a Board Advisor to TLC for Kids, the charity led by 2014 Australian of the Year Local Hero Tim Conolan; and her more recent Board Advisory appointment to Emergcare, the 2024 winners of the KidSafe Impact award for High Quality First Aid Education.

At seventeen, she funded a solo backpacking adventure across the UK and Europe by working at Harry Ramsden's and Birkenstock. "You learn a lot about people," she says of that time, "when you're both serving them and building something for them." That dual perspective (merchant and maker) would become her trademark.

Her career arc defies a neat summary, which is precisely the point. After discovering a love for HTML coding ("*I built the coolest MySpace pages*," she quips), Adriana pivoted to the arts and business simultaneously, filling three thousand-seat theatres in Australia and founding a dance company. Six years in the nightclub and music industry followed, where she pioneered what she calls **lead generation through vibe**: the art of building an atmosphere so magnetic that audiences become advocates. She was hosting some of the world's biggest musical acts before she was twenty-five.

The hospitality world came next, with corporate roles at Ramada, Mirvac, and Accor, before Delaware North headhunted her as Director of Events, Marketing and Sales, overseeing major stadium events across Australia. She ran her own restaurant. She completed a Bachelor of Business Management at Swinburne University. All of it happening in parallel, all of it quietly shaping her understanding of how businesses live or die on their ability to draw people in.

In 2009, she founded Event Negotiators, a full-service events and procurement company that would grow into one of Australia's most respected names in the field. The company brought Sir Richard Branson, Tim Ferriss, Susan Sarandon, Jane Seymour, Goldie Hawn, and more to Australian audiences.

Colleagues describe her in terms that keep repeating: *gets it done, cool under pressure, a networker without peer*. Jane Seymour, reflecting on her Australian tour, put it simply: "I've had the most incredible time in Australia and New Zealand. I am beyond grateful for this unforgettable trip. Thank you, Adriana Brusi, for your amazing hard work." Event Negotiators

Event Negotiators eventually grew to encompass a digital media arm, Global Media Group, a full service agency built on the same core philosophy that a website, like an event, must *move people from logic to emotion* or it simply does not work. This belief drew Adriana into the boardrooms of the Australian Information Industry Association, where her company was contracted, and she personally brought more than twenty years of experience across events, PR, and marketing to their team. iWire

She was also a vocal board member of the Australian Women's Network, where she pushed the conversation on inclusion well beyond gender to encompass the full complexity of how people actually experience the working world. "Real change has to come in an arena where there are change agents," she said at the time. "We want to break down these invisible barriers." The Carousel

Then came Crowds Now. And with it, the synthesis of everything.

Adriana had identified three simultaneous crises playing out in the market.

Businesses are unable to gain initial visibility. Individuals needed flexible, enjoyable work to supplement incomes that were no longer stretching far enough. Consumers are increasingly alienated by impersonal digital advertising. The hollow pantomime of influencer culture.

Crowds Now addresses these challenges by connecting businesses with their ideal brand avatars through authentic community engagement, fundamentally reimagining how growth occurs across industries. Globalrecognitionawards

Through the platform, businesses can deploy on-demand crowds of real people, targeted by demographic and psychographic attributes, to generate the kind of peer-to-peer buzz that no algorithm can manufacture. Members of those crowds, meanwhile, get what Adriana cheerfully calls the best job in the world: one day a restaurant reviewer, the next a couture ambassador or exclusive club opener.

The mechanics are more sophisticated than the pitch suggests. The platform features patented in-app software, including unique QR creation that can only be recognised via the in-app camera, enabling accountability for timing, check in and check out and payments. Crowds Now

An escrow remuneration system ensures payments are released only upon verified task completion. Crucially, the platform does not retain identity details once users are verified, a privacy first architecture that sets it apart from most marketing technology on the market. The company's patent portfolio and intellectual property demonstrate significant market impact through high adoption rates and consistently positive user feedback, creating new paradigms for community driven business development. Globalrecognitionawards





In 2025, Crowds Now was awarded a Global Recognition Award. Evaluators noted that Adriana's leadership exemplifies ethical decision-making and integrity while encouraging innovation and creativity within the technology sector, creating new standards for community centred business models. Globalrecognitionawards

She is also a single mother of two daughters. A fact she does not bury in footnotes. It sits at the centre of who she is.

Ask Adriana what drives her, and she always returns to people. To the orphanages in Hong Kong that she volunteered at from the age of twelve after school. To the kids on the street who discovered themselves through theatre. To the small business owner who cannot afford to wait three months for an SEO campaign to maybe, eventually, produce a result. *"Every business that opens and closes its doors without ever getting a real chance to connect with its audience; that's the thing I can't let go of,"* she says. *"That's the problem worth solving".*

In a world saturated with marketing noise, Adriana Brusi is betting on something older and more powerful than any algorithm. The energy of a room full of people who genuinely want to be there.

The crowd, it turns out, has always been her platform.

Connect With Adriana

www.linkedin.com/in/adrianabrusi
www.facebook.com/AdrianaBrusi
www.instagram.com/adrianabrusi