

# SOCIAL MEDIA DECK

Danilo's Global Ecosystem

Platform/s	# followers	# yearly views	Countries	Stats	% Male/Female	
Youtube	335,000	8 million	Global (mostly UK, US, Brazil, ME)	60% are 25-44 years old	67% Male 33% Female	
Linkedin	40,000	3.5 million		84% C level execs/decision makers		
Newsletter	150,000	14.7 million		87% C level execs/decision makers, 68% open rate, 42% click rate average		
Instagram	25,000	3.8 million		620,000 accounts reached		
Speeches	375,000 people in person			38 countries visited and watched in 2025		
Website	200,000 visitors			54% US, 32% Europe		

\*AS OF DECEMBER 2025

\*\*STATS ARE FOR YEAR OF 2025 ONLY

## 2025 YE NUMBERS:

- ~ 600,000 TOTAL FOLLOWERS
- 31 MILLION IMPRESSIONS/VIEWS

## 2026 TARGET NUMBERS:

- 2 MILLION FOLLOWERS
- 100 MILLION IMPRESSIONS/VIEWS

## QUICK BIO:

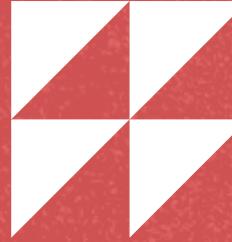
RANKED TOP 20, 25 AND 50 MOST INFLUENTIAL PEOPLE IN THE WORLD FOR AI. FORMER HEAD OF AI AT FORTUNE 500 COMPANIES. TED, UN AND INTERNATIONAL KEYNOTE SPEAKER. ADVISOR TO THE WORLD'S MOST POWERFUL COMPANIES ON THEIR AI STRATEGY. HOST OF THE FASTEST GROWING PODCAST AND NEWSLETTERS ON AI.

JENSEN HUANG  
CEO NVIDIA  
WORLD'S MOST VALUABLE COMPANY  
SPONSOR OF DANILO

DANILo MCGARRY



ACCESS TO A PREMIUM VIP AUDIENCE:



**31,000,000 IMPRESSIONS IN 2025 ALONE**

## CORE AUDIENCE

COMPANY OWNERS  
EXECUTIVES / LEADERS  
VIP CELEBRITIES

DANILO IS TRUSTED BECAUSE OF HE HAS  
PRODUCED OVER USD\$2BILLION IN MEASUREABLE  
VALUE FOR COMPANIES AND MARKETS. BRANDS  
THAT PARTNER WITH HIM BENEFIT FROM THE  
TRUST HE HAS BUILT WITH AN AUDIENCE OF  
LEADERS WHO ACT ON HIS RECOMMENDATIONS.

WIRED

CIO

ComputerWeekly.com

Forbes

SWISS COGNITIVE

Project Management Institute.

TECHCO

LinkedIn Learning

UiPath

yahoo! finance

IEEE  
Advancing Technology  
for Humanity

ayehu

Bloomberg

InfoMoney  
com Bloomberg

THE TIMES

FT  
FINANCIAL  
TIMES

CNN

Google  
Podcasts

audible

EmTech  
Europe

Spotify

TEDX

AJOT  
American Journal of Transportation

WIKIPEDIA  
The Free Encyclopedia

Coca-Cola

EY

CIPD

Standard Chartered

KAPLAN

United Nations

LinkedIn LEARNING

Huntington

PORTAGE POINT  
PARTNERS

MIT  
Technology  
Review

COMMONWEALTH  
Enterprise and Investment Council

EDF  
ENERGY

UNITEDHEALTH GROUP

Sumitomo  
Corporation

J.P.Morgan

terra firma

cognizant

citigroup

RBC

Royal Bank  
of Canada

BNP PARIBAS

TRT WORLD

ZENITH

Capgemini

Forbes

NOAA  
National Oceanic and Atmospheric Administration  
U.S. Department of Commerce

MOTOROLA

SIMON SQUIBB  
BIGGEST TIKTOK CREATOR IN THE WORLD

quadrant

BOARD  
DIRECTOR  
PROGRAMME

pwc

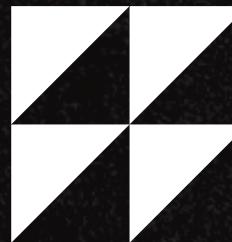
motorola

DAVISON MCGARRY



FEATURED IN:

TRUSTED BY:



# DATA + STATS

**EVERY YEAR DANILO'S CONTENT REACHES MILLIONS OF C LEVEL EXECUTIVES AND COMPANY OWNERS GLOBALLY, AN AUDIENCE THAT IS TRADITIONALLY FRAGMENTED, TIME-POOR, AND EXTREMELY EXPENSIVE TO ACCESS THROUGH CONVENTIONAL MARKETING CHANNELS. HIS REACH IS BUILT ON DIRECT TRUST, NOT PAID DISTRIBUTION, WITH DECISION-MAKERS CHOOSING TO ENGAGE BECAUSE THE CONTENT SPEAKS TO REAL COMMERCIAL OUTCOMES, NOT THEORY.**

**THIS AUDIENCE TYPICALLY INCLUDES CEOS, CFOS, BOARD MEMBERS, PE PARTNERS, FOUNDERS, AND SENIOR OPERATORS RESPONSIBLE FOR CAPITAL ALLOCATION, STRATEGY, AND TRANSFORMATION DECISIONS. IN MOST INDUSTRIES, ACQUIRING SUSTAINED ATTENTION FROM THIS GROUP REQUIRES LONG SALES CYCLES, HIGH-TOUCH ENTERPRISE SALES TEAMS, AND SIX OR SEVEN FIGURE MARKETING BUDGETS. DANILO REACHES THEM ORGANICALLY, REPEATEDLY, AND AT SCALE.**

**ENGAGEMENT IS NOT PASSIVE CONSUMPTION. EXECUTIVES ACTIVELY COMMENT, SHARE INTERNALLY WITH LEADERSHIP TEAMS, USE THE MATERIAL IN BOARD DISCUSSIONS, AND INVITE FOLLOW-UP CONVERSATIONS. THIS CREATES A COMPOUNDING EFFECT WHERE IDEAS TRAVEL INSIDE ORGANIZATIONS LONG AFTER INITIAL EXPOSURE, INFLUENCING BUDGETS, PRIORITIES, AND BUYING DECISIONS.**

**FROM A COMMERCIAL PERSPECTIVE, THIS REPRESENTS A RARE COMBINATION:**

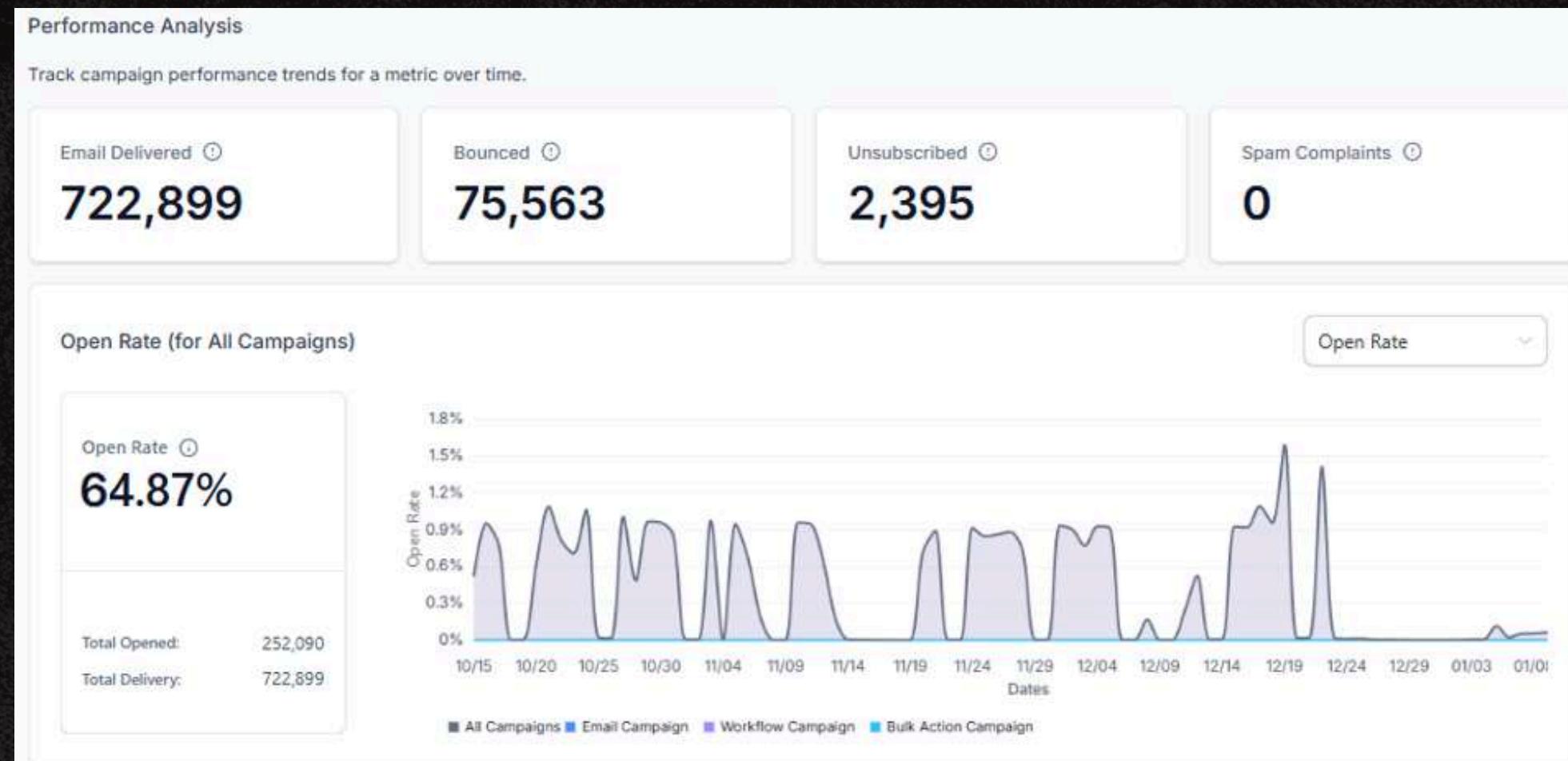
- MASS REACH WITH ELITE SENIORITY**
- HIGH TRUST WITHOUT PAID MEDIA**
- GLOBAL EXPOSURE WITHOUT GEOGRAPHIC DILUTION**
- DIRECT ACCESS WITHOUT GATEKEEPERS**
- THOUGHT LEADERSHIP TIED TO EXECUTION CREDIBILITY**

**IN PRACTICAL TERMS, THIS MEANS PARTNERS, SPONSORS, AND COLLABORATORS ARE NOT BUYING IMPRESSIONS. THEY ARE GAINING ACCESS TO DECISION-MAKERS WHO CONTROL STRATEGY, SPEND, AND VALUATION, AT A COST AND SPEED THAT TRADITIONAL ENTERPRISE MARKETING CANNOT MATCH.**

**DANILO MCGARRY**

# DATA + STATS

## 3 MONTHS NEWSLETTER STATS OCT- DEC 2025



**EMAILS REACH LEADERSHIP IN THE WORLD'S TOP 10,000 COMPANIES GLOBALLY WITH A VERY HIGH OPEN AND CLICK RATE. 87% OF THE NEWSLETTER AUDIENCE ARE C LEVEL SUITE, DIRECTOR OR ABOVE.**

**2026: EMAIL MARKETING WILL INCREASE TO 1 MILLION EMAILS EVERY QUARTER, THEN EVERY MONTH AND INCREASE THE 150,000 READERS TO 250,000 READERS.**

## YOUTUBE STATS 2025

Content			Views
1		Build Your Entrepreneur Path in the AI Era: Daniel Priestley's playbook Nov 8, 2025	1,666,255
2		Ai's 3 Trillion Dollar tornado Nov 26, 2025	776,995
3		Inside the AI Power Grab - what is happening in Ai from World's Top Ai implement... Dec 2, 2025	478,340
4		Are we ever going to have real good human sales people again? Sales Will Never ... Oct 26, 2025	437,362
5		When AI Becomes Smarter Than Us: What Happens to Human Purpose Nov 23, 2025	414,863

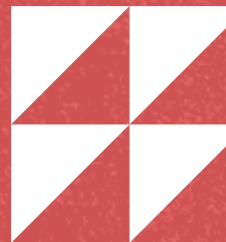
**YOUTUBE CHANNEL GREW FROM 80,000 TO 335,000 SUBSCRIBERS, 100,000 VIEWS TO 8.2 MILLION VIEWS IN 2025 ALONE.**

**2026: 3-4 PEOPLE HAVE BEEN HIRED AS WELL AS MORE FUNDING INTO THE YOUTUBE CHANNEL, IT IS PREDICTED TO GROW TO 1.5-2 MILLION FOLLOWERS IN 2026.**

## WEBSITE STATS 2025

	Country	Active users	New users	Engaged sessions	Engagement rate	Engaged sessions per active user	Average engagement time per active user	Event count	Key events
		181,552 100% of total	179,608 100% of total	137,944 100% of total	74.18% Avg 0%	0.76 Avg 0%	21s Avg 0%	1,054,709 100% of total	49,585.00 100% of total
1	United States	97,632 (53.78%)	97,489 (54.28%)	78,111 (56.63%)	78.31%	0.80	23s	555,362 (52.66%)	2,063.00 (4.16%)
2	Ireland	22,239 (12.25%)	21,782 (12.13%)	16,307 (11.82%)	74.57%	0.73	18s	115,875 (10.99%)	101.00 (0.2%)
3	Netherlands	21,395 (11.78%)	21,170 (11.79%)	16,223 (11.76%)	76.66%	0.76	20s	114,034 (10.81%)	138.00 (0.28%)
4	United Kingdom	14,744 (8.12%)	14,753 (8.21%)	11,832 (8.58%)	74.3%	0.80	22s	88,360 (8.38%)	3,015.00 (6.08%)
5	Oman	10,794 (5.95%)	10,824 (6.03%)	6,759 (4.9%)	51.39%	0.63	20s	98,215 (9.31%)	36,708.00 (74.03%)
6	Singapore	2,833 (1.56%)	2,547 (1.42%)	1,990 (1.44%)	68.72%	0.70	19s	14,231 (1.35%)	16.00 (0.03%)
7	India	1,512 (0.83%)	1,421 (0.79%)	1,037 (0.75%)	63.74%	0.69	19s	9,122 (0.86%)	805.00 (1.62%)
8	France	1,372 (0.76%)	1,367 (0.76%)	1,102 (0.8%)	77.55%	0.80	22s	7,928 (0.75%)	96.00 (0.19%)
9	Germany	1,159 (0.64%)	1,145 (0.64%)	703 (0.51%)	58.63%	0.61	14s	6,281 (0.6%)	507.00 (1.02%)
10	Saudi Arabia	1,140 (0.63%)	1,140 (0.63%)	512 (0.37%)	39.35%	0.45	18s	8,594 (0.81%)	2,853.00 (5.75%)

DAVID MOGARRY



# LARGEST GLOBAL STAGES

SPEECHES IN 38 COUNTRIES TO MORE THAN 375,000 PEOPLE IN PERSON EVERY YEAR

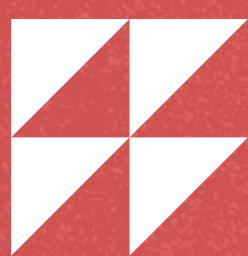


## Comments from listeners post speech:



## PREMIUM C LEVEL AUDIENCE

DANILO MCGARRY



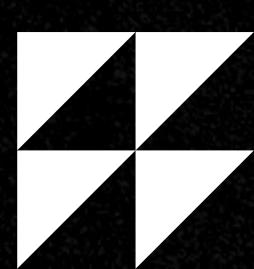
# DANILO MCCARRY - BIO

- *Recognized as one of the world's top Enterprise AI experts*
- *Over USD\$ 2 billion generated with Ai for clients*
- *Former head of ai Citigroup & United Health (America's 5<sup>th</sup> largest company)*
- *United Nations speaker on Ai*
- *Lead Ai advisor to several Fortune 500 and mid to large international companies*
- *Largest ever robot workforce 3,500 bots*
- *Published in FT, Bloomberg, The Times & many more*
- *Tech columnist at WIRED magazine*
- *Host of Fastest growing podcast in the world on Ai*
- *150,000 newsletter subscribers that is 87% composed of world leaders, C level execs, fund & PE investors and company owners*
- *Top 5 courses on Ai in Linkedin Learning course platform (as voted by Forbes Magazine)*

**CLICK TO WATCH  
MY SHOWREEL**



DANILO MCCARRY



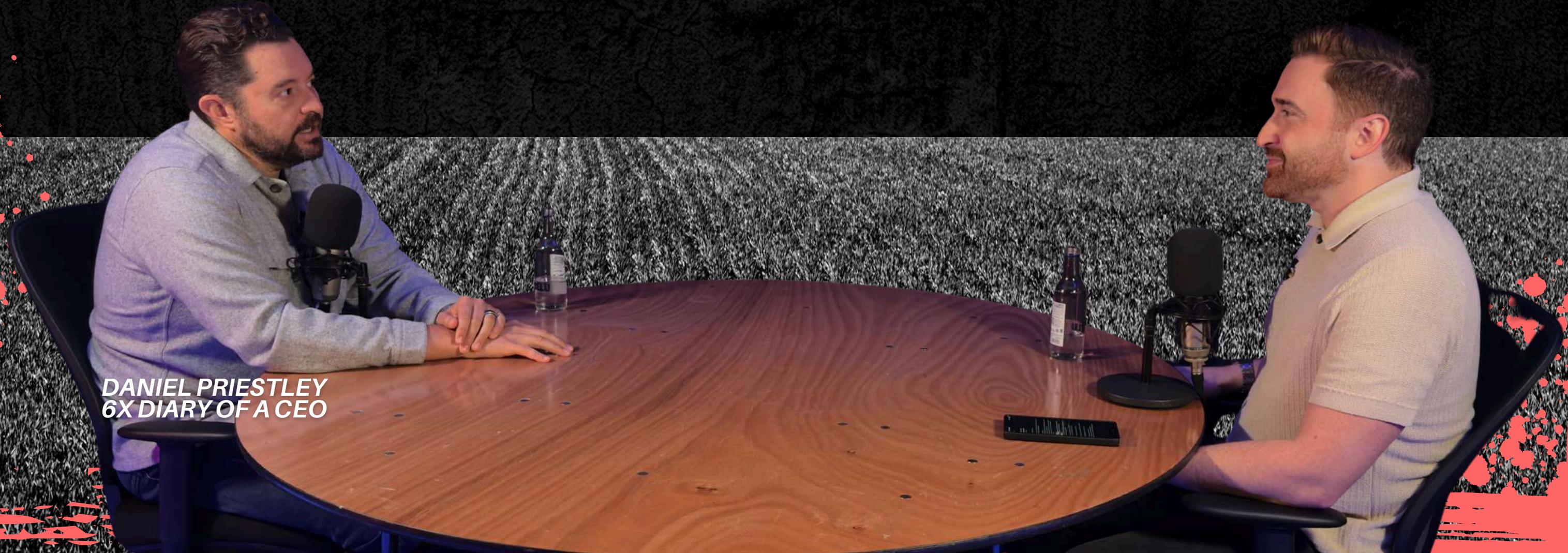
# COLLABORATION OPTIONS:

Option	Description	Price Range (£)	Expected Performance Range
Podcast mid-roll advert	Thirty to sixty second advert inside a main episode	6,000 - 12,000	80k - 150k listens per episode
Dedicated podcast segment	Ten to fifteen minute feature on their tech or founder	12,000 - 20,000	100k - 180k listens
Integrated YouTube mention	Natural mention inside a long-form episode	5,000 - 9,000	300k - 600k views
Dedicated YouTube video	Full review or deep dive video	15,000 - 30,000	300k - 700k views
LinkedIn post	Post to your C-level heavy audience	5,000 - 9,000	80k - 180k impressions
Instagram reel or post	Awareness reel or static post	3,000 - 5,000	20k - 60k views
Newsletter feature	Insert inside your newsletter	6,000 - 12,000	60k - 90k opens
Newsletter dedicated edition	Full edition focused on their product	12,000 - 20,000	90k - 110k opens
Keynote stage mention	Mention in front of a major audience	8,000 - 20,000	300 - 200,000 audience reach depending on event
Brand ambassador retainer	Ongoing multi-channel presence	20,000 - 45,000 per month	Full ecosystem amplification
Co-branded masterclass or webinar	Joint event promoted by both audiences	10,000 - 25,000	500 - 3,000 registrants
Case study or white paper	Co-created piece using your frameworks	8,000 - 15,000	10k - 40k downloads or reads
Sponsored research report	Branded industry report with distribution	20,000 - 50,000	40k - 120k reads
Conference representation	Representing the brand and creating content	7,000 - 15,000 per day	50k - 150k content views per day
Multi-channel campaign bundle	Podcast plus newsletter plus posts plus video	30,000 - 80,000	Combined reach of 600k - 1.5m impressions

**\*PRICES ABOVE ARE INDICATIVE ONLY AND CAN BE DISCUSSED OR NEGOTIATED**

**\*\*LIST OF COLLABORATION OPTIONS ARE NOT EXHAUSTIVE, OUR TEAM ARE HAPPY TO HEAR ABOUT YOUR OTHER CREATIVE IDEAS**

**\*\*\*A CONTRACT WILL BE DRAFTED FOR EACH ENGAGEMENT AND A 50% DEPOSIT IS NECESSARY TO SECURE COLLABORATION WORK**





# USEFUL LINKS:

[HTTPS://WWW.YOUTUBE.COM/@AIMCGARRY](https://www.youtube.com/@aimcgarry)  
ON TRACK TO BE 1.5-2 MILLION SUBSCRIBERS IN 2026



[HTTPS://WWW.DANILOMCGARRY.COM](https://www.daniolomcgarry.com)  
+200,000 VISITORS EVERY YEAR



[HTTPS://WWW.LINKEDIN.COM/IN/DANILOMCGARRY/](https://www.linkedin.com/in/daniolomcgarry/)  
CIRCA 40,000 FOLLOWERS

