



Danni's biography

Danni Hewson

Financial Analyst, Commentator and [Broadcaster](#) at AJ Bell

Danni Hewson is a Broadcaster, Commentator and [Finance](#) Analyst.

Danni Hewson's background

For three years Danni was the voice of Business on BBC Radio 5 Live. She regularly presented the station's flagship business programme Wake Up To Money and was heard across the network, demystifying complicated consumer issues for millions of listeners during the station's breakfast and drive time programmes.

With over 20 years of experience broadcasting on radio and TV, Danni also appeared on BBC Breakfast Television, the BBC News Channel, BBC World Service and started her BBC career as Look North's Business Correspondent

In 2021 she joined the investment company AJ Bell and is now working across television, radio and online platforms as a commentator and writer delivering insight and analysis across UK and [global business](#) and financial sectors.

Danni has a passion for making financial reporting understandable and relevant to all audiences and brings a high level of financial and economic expertise, accumulated during her career as one of Britain's most prominent business [broadcasters](#), interviewing some of Britain's most dynamic CEO's. Equally she also finds some of the most interesting and insightful commentary comes from bosses of SME's.

Danni's profile and expertise has made her a popular and engaging [event host](#) and Moderator. Corporations, business organisations and public sector clients have all benefitted from Danni's experience facilitating and elevating their events, both virtual and in person.

Danni's specialist topics include business, investment, finance, consumer affairs, sustainability, [climate change](#) and the challenges provoked by the Covid-19 pandemic.

Danni's talks

- **Business and workplace issues relating to COVID-19**
- **Consumer affairs**

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