

Fiona Krawczyk

Fiona is a senior manager and head of marketing and customer care at Haigh's Chocolates. She leads the development of strategic marketing plans and their implementation, and manages marketing operations including Public Relations, customer experiences, events, advertising, customer feedback and sponsorship. Her responsibilities include strategy development, leadership and management, online business, digital, pricing, product development, brand and communications.

A strategic thinker and capable leader, Fiona has broad experience across retail, technology, tourism, property, wine and manufacturing. She enjoys busy, fast-paced environments and opportunities to apply her inherent understanding of consumers, the customer experience and the marketplace.

Fiona has lived and worked in rural and urban communities. Her insights and capabilities have enabled her to contribute as a member or leader in numerous organisations, such as TEC (The Executive Connection), Chair Limestone Coast Tourism, Chair Penola Coonawarra Arts Festival, and the Rundle Mall Management Authority.

