**![A person wearing glasses and smiling at the camera

Description automatically generated]() Bronwyn Powell B.Com, CPM, FCIM, GAICD**

Bronwyn is a senior marketer and specialist in food innovation, digital and communications and known for big brand reinvention. She has more than 30 years’ experience transforming and positioning for growth, many well-known, iconic global food brands across Fast Moving Consumer Goods (FMCG) to Retail/Quick Service Restaurants (QSR).

At the heart of her success, has been her ability to develop innovative new concepts, products, strategies and communications that connect with consumers and change businesses.

She is a recognised leader for new, brave, disruptive campaigns. Such as the introduction of the McDonalds digital menu and the transformation of the in-store experience, in which she played an instrumental role and launched the “How very UN- McDonalds campaign”.

Strategically, her leadership to transform business, can be seen in her close to 10 years’ experience as Global Marketing Director and Chief Marketing Officer for YUM Brands - KFC, Taco Bell and Pizza Hut – where she grew the brand globally from Canada to the Europe to Asia.

Her experience in strategy development and execution extends beyond transformation and growth to customer experience across all touchpoints including digital, especially within Retail/QSR. She has been recognised with global awards for these brave initiatives including a Gold LION from Cannes, Gold Grand Prix from APMA, a finalist in the Effie awards and global awards at Mars for culturally relevant social comms in “Dinner hack Hotline” from MasterFoods during the pandemic.

Her passions are brand purpose and innovation and she loves’ breathing life back into brands and categories such as her launch of Abbott’s Village Bakery bread and most recently the rejuvenation of the 75-year-old Australian pantry favourite, MasterFoods.

Other notable business experience includes her integral part in the team which secured the Victorian Government’s support for SPC Food Manufacturing transformation for Coca-Cola Amatil.

A few of the other brands she had led include Kellogg’s, Patak’s, Tip Top, Burgen, Smith’s Crisps, and Dolmio and the most recent major brand transformation: Uncle Ben’s to Ben’s Original.

Bronwyn is a graduate of the Australian Institute of Company Directors (GAICD) and of University of NSW –Bachelor of Commerce (Marketing). And she is a Certified Practising Marketer (CPM) with Australian Marketing Institute (AMI) and a Fellow of The Chartered Institute of Marketing- UK (FCIM).

A lifelong learner, Bronwyn is constantly furthering her digital capability as a graduate from Columbia Universities’ Emeritus Institute of Management with a Digital Diploma and she has completed the Squared Online course from Google.

She was most recently Marketing Director for Mars Food Australia and now is supporting the Marketing profession, as the Chief Executive Officer (CEO) both the Australian Marketing Institute AMI.

Bronwyn’s is passionate about ensuring Marketing continues to lead organisations for growth with brands that connect with the hearts and mind of our consumers.