

## Carolyn Creswell

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### *Founder of Carman's & Keynote Speaker*

Carman's Kitchen founder, Carolyn Creswell is an inspirational leader whose success proves that you can run a multinational business, love what you do and have a genuine work-life balance.

As an 18-year-old university student, Carolyn founded Carman's in 1992 when she bought the small muesli business she was working at for \$1,000.

31 years on, Carman's Kitchen is now Australia's favourite muesli brand, alongside being a market leader in deliciously good for you snacks thanks to the brands consistent innovation and perusal of continuous improvement.

From humble beginnings where Carolyn used to park her tiny Daewoo alongside semi-trailers in supermarket loading docks, Carolyn's determination and focus on producing quality products using whole foods, has seen Carman's build a strong following in exporting to more than 30 countries globally.

Carolyn's passion for healthy food made from real ingredients has cemented Carman's reputation as a food brand that customers can trust thanks to the brands ethos of real food, made with real passion.

As a proud mother of four children, Carolyn understands the importance of producing nourishing foods for herself and her family and applies this to every Carman's recipe.

Calling the Carman's crew her "second family", Carolyn put them at forefront of her mind when designing the new office that the business moved into in 2018. Now one of the most enviable working spaces in Australia, Carman's HQ offers its employees access to a gym, yoga studio, sauna and massage room, free barista-made coffee and on-site chef. Carolyn has also loved extending the space to the public, via the Carman's Kitchen Store, and other businesses, with conference facilities and meeting rooms for hire.

Carolyn's business acumen has led to a number of accolades including the winner of 2007 Ernst & Young's Young Entrepreneur of the Year Award and being named the 2012 Telstra Australian Business Woman of the Year. She is also a graduate member of the Australian Institute of Company Directors.



As Carolyn looks to the future “I’m amazed at the achievements of Carman’s thanks to our loyal consumers. The growth we’ve experienced is thanks to hard work, a talented team and a range of products that we’re really proud of and that people love to eat. I’m looking forward to seeing what we can achieve in the next thirty years!”

## Client testimonials

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“ It was a great pleasure to hear of your life experiences, the opportunities presented to you and your role as the leader of a very successful business ... The students found you very engaging and your presentation certainly had the desired effect of inspiring them and motivating them to take advantage of the opportunities offered to them.

- **Monash Minds Student Leadership Program**

“ Can you please pass on my thanks to Carolyn for such a great presentation today. The feedback has been fantastic. I have organised this lunch annually for the past 6 years and have never felt so relaxed with a guest speaker or received a better presentation. It was just the best.

- **Monash University**

“ ... Thank you very much for your very informative and entertaining presentation – the twenty year journey was fascinating. The reaction to your presentation was confirmed by the applause and the number of comments I received after you left. Everybody took something away from your presentation that they can use in their own business.

- **Bendigo Business Council**

“ Your talk on the story of Carman’s was truly inspiring and thought provoking, clearly demonstrating what can be achieved with passion and determination. The response amongst our staff was overwhelmingly positive ...

- **GMK Partners**

“ The event was received exceptionally well. Carolyn was very warm with all attendees and was willing to mingle the entire night. The presentation was one of the best we have had in 7 years of running GV BRaIN.

- **Greater Shepparton City Council**

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