

Carolyn Creswell

Founder of Carman's & Inspirational Business Speaker

Carolyn Creswell is the founder of the successful multinational brand Carman's, a former Telstra Australian Business Woman of the Year and a mother of four children. An inspirational leader, she is living proof that it is possible to be successful in business and enjoy a harmonious work like balance.

Carolyn founded Carman's in 1992 and has grown the company to become Australia's number one selling muesli brand and a leader of bars and nutritional snacks. Her determination and focus has seen Carman's build a strong following in more than 35 countries around the world.

Warm, engaging and passionate, Carolyn Creswell is a keynote speaker who shares her experiences of the challenges and rewards of building a successful business. Her presentations can touch on every aspect of business, from marketing, exporting, and corporate culture to gender equality and the impact of business on family.

More about Carolyn Creswell:

Carolyn Creswell started Carman's with an investment of just \$1,000 when she was an 18 year old university student. From humble beginnings, she would park her tiny Daewoo alongside semi-trailers in supermarket loading docks to deliver her product.

As a proud mother of four children, Carolyn is passionate about the importance of producing nourishing foods for herself and her family and she applies this to every Carman's recipe. This passion has also cemented Carman's reputation as a food brand that customers around the world can trust to be natural, healthy and delicious.

Carolyn's own commitment to a healthy work-life balance is reflected at the Carman's office. Many employees work flexible hours and are encouraged to attend their children's special events and even take time out to pursue their own passions. The team enjoys eating lunch together around the boardroom table - trying to take out honours of daily quiz master. Carman's warm and encouraging environment provides a truly enjoyable place to work.



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

Carolyn is an Ambassador for the Asylum Seekers Resource Centre and is a Patron of the St Kilda Gatehouse. She is a former Board Member of the Human Rights Law Centre.

Carolyn Creswell talks about:

- History of the business
- What we do and who buys it
- Carman's marketing strategies
- Carman's export experience
- Carman's corporate culture
- Key Messages
- Impact of children
- Gender equality

Client testimonials

“ 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*

[VIEW SPEAKER'S BIO ONLINE](#) 

[VIDEO OF SPEAKER](#) 

