

Lynda Schenk
Head Giraffe, Purple Giraffe

With almost three decades of experience spanning a diverse range of industries, Lynda Schenk is a seasoned marketing expert with a deep understanding of businesses' marketing needs, both small, medium, and large.

Lynda has a natural ability to connect with people, grasp their business objectives, and collaboratively develop tailored marketing plans and tactics that foster brand equity, growth, and profitability.

In recognition of her exceptional contributions to the field, Lynda was honoured as the Fabulous Ladies of Wine's 2018 Wine Marketer of the Year. Additionally, she was named a finalist in the Small Business category for the 2019 Telstra Business Woman of the Year award, and the Marketing category for the 2023 and 2024 Australian Small Business Champions Awards.

As the Head Giraffe of Purple Giraffe Pty Ltd, Lynda continues to lead with passion and dedication, helping businesses across diverse sectors achieve their marketing goals and thrive in today's competitive landscape.