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Adelaide Convention Centre, South Australia
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AUSBIOTECH 2011 CONFERENCE SPEAKERS' PROFILE

Becky Hyde
Chief Marketing Officer
Horizon Science Pty Ltd, Australia

Becky has 20 years industry marketing experience, most of which has been developing and implementing strategies for global brands.

She recently worked at Rinoldi Pasta in the role of National Sales & Marketing Director for 18 months. In her tenure there she repositioned each of the key brands, developing new brand identities and communication strategies which resulted in volumes doubling in each of the leading retail chains.

Prior to that Becky worked for JWT (multinational communications agency) for 13 years where she managed the Kraft Foods account for Asia Pacific, taking financial and strategic responsibility for 11 countries.



She sat on the Global Management Team and represented Kraft on the Regional Category Teams that were responsible for developing growth strategies for categories across the region.