

Bettina Bicknell is a Marketing Manager, Sub-Saharan Africa with Symrise - Taste Nutrition and Health. She holds a BCom (Hons) (Marketing Management) from the University of Pretoria. She has been active in marketing management, category management, digital marketing, brand management, communications, PR, and media management within the fast-moving consumer goods sector for 16 years.

She has worked locally for Avon Cosmetics, Roman's Pizza, Bavaria Breweries and internationally, including the UK, for the Hain Celestial Group and Burton's Biscuits. Her positions include being a Marketing Manager, Head of Beauty Categories, Senior Category Manager, and Brand Manager.

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