



PROFILE - LEONA WATSON

Director

Cheeky Food Group – Team Cooking



Leona's first career was as a successful marketing consultant, working with Microsoft in the UK launching Windows NT into Europe. Within Australia she held senior positions at several advertising agencies and companies such as Optus, CBA, Volvo, MBF, RAMS and Virgin Mobile. For ING Direct she managed a media budget in excess of \$15M.

During her time in the UK Leona took a holiday on a tall ship, and ended up launching her 'food' career as a Cook on a charter yacht in the Whitsunday Islands, with passengers from all over the world. It also taught her how to cook at a 45 degree angle!

Since then she has expanded her cooking skills with professional studies both here and overseas. Six years ago, using both her marketing and cooking skills, she founded the Cheeky Food Group, a company that uses the fun and interaction of cooking together to provide team building, conference and client entertaining activities across Australia and New Zealand. Leona entices groups of 4 to 400 people to cook, laugh, flambee and sizzle together...basically she throws huge cooking parties every week, where the guests enjoy eating their own creations!

As the business development and marketing manager of Cheeky, she has doubled turnover almost every year and taken an initial investment of a mere \$5,000 to a \$2,000,000+ company with big plans for the future.

Leona won the Australian BusinessWomen's Award for Outstanding Business Growth in 07 and was nominated for Telstra Business Woman of the Year and is a new member to the international Entrepreneur's Organisation.

CONTACT DETAILS

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