Meet the facilitator

Karen Armstrong, Director, Ignte

Karen is a marketing expert with over 15 years experience across FMCG and NFP marketing. She is the Director, Ignte (formerly More Strategic) and was previously Director, Marketing and Fundraising at Cancer Council Australia. Commercially she worked in the UK and Australia with Kraft Foods where she was recognised internationally for the best integrated sales & marketing campaign. She presents frequently at FIA, IFC and commercially at X4 the largest experience management summit. She was a founding board member of Include a Charity and FIA Conference Chair 2017. She completed an MA (Sociology), publishing a thesis on refugees and social change. She is passionate about blending the science of the mind, emotions and society to change the world for good.