



### **Tania Crecco – Head of Corporate Partnership – Dairy Farmers of Canada**

Tania is a marketing professional with an expertise in sponsorship & experiential marketing who has worked in the food industry for 10 years. She is presently responsible for the development of the national partnership strategy for the Dairy Farmers of Canada. She guided the strategic thinking behind DFC's sponsorship approach which aims to leverage sponsorships across the organization enabling a "fewer, bigger, better" approach to sponsorship via synergies.

Prior to working in the food industry, Tania managed promotional and sponsorship projects for client accounts such as Air Canada, Rogers Wireless, and L'Oréal.