

SPEAKER PROFILE



Viktoria Darabi

CULINARY TOURISM CRUSADER & WHISPERER
WESTERN SYDNEY FOOD CHAMPION
RESIDENT GASTRONOMER

BA(Hons) | CertIVTAE | DipEventMgmt | MGastTourism

Founder: Savvy & Successful, Gastronomica & Speaker

Viktoria Darabi is the founder of **Savvy and Successful Pty Ltd**, a Strategic Management Consultancy and **Gastronomica**, a Food Culture Tourism Consultancy.

In 2018 Viktoria completed a Le Cordon Bleu Master of Gastronomic Tourism which combined the academic disciplines of Entrepreneurship, Marketing, Tourism and Gastronomy, thus giving her a deep understanding of food and drink and tourism business management skills. This also maximised her capacity to use the latest theoretical and cultural understanding of food and drink in context and in the practical pursuit of commercial objectives in business enterprises.

Her high-spirited approach, enthusiasm, energetic and passionate communication style keeps people engaged. Seeing change as invigorating, pitching fresh ideas, generating new approaches to problems gives her the ability to engage, empower, inspire and energise stakeholders with a vision. Viktoria builds team spirit through deploying EQ, collaboration and by being receptive to other's ideas.

Viktoria's insights, knowledge of food culture trends and role as crusader for culinary tourism make her an excellent speaker for small business, government and community groups keen to uncover the opportunities for economic, social, cultural and destination development within.

At age 18, Viktoria experienced Europe, fell in love with travel, culture and food, being changed by it forever. In her early career, she worked in diverse multi-nationals, medium and small businesses in marketing roles managing budgets up to \$1M in Australia and California.

A later tree-change saw her develop an heirloom timber rocking horse business, becoming one half of Australia's largest and only full-time makers and restorers of high quality heirloom rocking horses and being featured on TV around 20 times. During this time she founded *The Hawkesbury Antiques Trail*, *The Hawkesbury Artists and Artisans Trail*, conceived and produced the *Huey in the Hawkesbury* week-long filming event, wrote freelance for *Australian Country Collections* magazine and pro bono mentored, coached and advocated for small businesses in and on behalf of the Hawkesbury, Hills & Parramatta councils.

Viktoria has spent the last twenty years developing relationships with Western Sydney LGAs - economic development, place & tourism managers, craft beverage makers, artisan food producers, volunteering as chair and board member for Taste Cultural Food Tours, Powerhouse & Civic Square Parramatta Community Reference Groups and providing independent contract specialist food & beverage, tourism, events, marketing and disruption advisory on behalf of the NSW's Business Connect Program with Community Transport, Parramatta Light Rail & Kur ring gai council.

SUMMARY

As a Gastronomer and Food Culture Tourism Consultant specialising in the Culinary Tourism, Events and Hospitality industries, Viktoria helps SMEs, NGOs, LGAs and DMOs harness their food and drink culture for profit. She does this by helping them amplify their passions, skills and stories through strategies and tactics that excite existing and entice new visitors and customers.

Her skills, passion and more than three decades of experience as both a small business owner/operator and corporate contractor empowers her to bring together people, food trends, tourism, events and marketing in innovative ways to mitigate disruption, foster economic development and build social cohesion in communities.

SPEAKING STYLE

Thought-provoking ideas, insightful perspectives, practical tips and strategies for professional growth, relevant industry trends and developments.

Engaging and conversational, balanced mix of informative and persuasive elements, storytelling approach to captivate the audience incorporating real-world examples and anecdotes.

Sets the context with organised content and logical flow, focused information with effective transitions. Sharing expertise and knowledge, providing actionable advice sparking audience discussions.

Enthusiastic and passionate delivery, motivating and empowering language, a positive, inspiring tone.

Ideal for professionals seeking personal and career development, individuals, thought leaders and influencers interested in valuable industry trends and insights while demonstrating genuine excitement for the topic.

CONTACT

0415 676 238

WWW.SAVVYANDSUCCESSFUL.COM.AU

VIKTORIA@SAVVYANDSUCCESSFUL.COM.AU

[HTTPS://WWW.LINKEDIN.COM/IN/VIKTORIADARABI/](https://www.linkedin.com/in/viktoriadarabi/)