



Fiona Crawford
General Manager, Human Resources

If Fiona left the room – what would someone say about her?

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Fiona isn't your typical HR Manager, but that's what makes her great.

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Fiona joined InfoTrack in September 2015 as General Manager, Human Resources to drive the strategic people agenda to keep pace with the growth of InfoTrack.

With over 15 years human resources, training and coaching experience across a range of industries including sport, fitness, finance, hospitality and automotive; to say she is passionate about HR is an understatement. She is all about living our values and building employee capability by putting the right people in the right roles then developing them to their full potential.

Her collaborative leadership style, along with strong commercial acumen and evidence-based approach to HR compliments her HR process and practice rigour. She believes the key to employee engagement is aligning employee behaviours, customer experience, branding and organisational strategy and has significant experience in delivering such for business improvements.

She has operated her own HR consulting business and worked on start-up HR functions, transformational cultural change programs, mergers and acquisitions, strategic and operational HR

initiatives, delivered group-wide HR projects, and managed extensive coaching and training programs.

Fiona has a BA Sports Studies (majoring in Psychology, Marketing and Science), and was awarded the AHA NSW HR Manager of the Year. Her uncompromising commitment to high performance and continual improvement stems from her sporting background - a two-time medal winning Olympian in the sport of softball (Silver 2004 and Bronze 2000).

With so much to offer on so many different levels, Fiona is an asset to any organisation she works for.

In her spare time, Fiona adores hanging out with her three boys – two youngsters and her husband – although it mostly contains kicking or throwing a ball of some description. Weekends consist of ferrying them around to sporting activities and washing copious amounts of dirty uniforms but she wouldn't have it any other way. Her time is never her own, but that is just how she likes it.

Get in touch

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