



# Abbey Filko

## Chaos to Clarity: Build Your Future-Ready Marketing System

*Abbey helps businesses move from chaos to clarity with human-first, tech-enabled marketing systems. An award-winning marketer and speaker, she turns overwhelm into action with real-world stories and practical frameworks. Abbey shows leaders how to scale smarter - without losing their soul.*

**BOOK ABBEY**

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### Chaos to Clarity

- A Future-Ready Framework: Discover a clear model to assess your marketing systems - and instantly spot what's holding you back (& what will move the needle).
- The MarTech Maturity Model: Stop guessing. Start diagnosing. You'll map exactly where your business sits today - and what it takes to level up with confidence.
- The Mindset Shift That Changes Everything: Move from reactive to intentional. Learn how high-performing leaders are using technology to release their team's genius, not replace it.
- Clarity That Cuts Through the Noise: In a world obsessed with "the next tool," you'll learn how to ignore the hype, stay human, and design systems that actually scale.
- Real Stories, Real Results: From transforming a boutique resort with smart tech to leading a rebrand for a global company - see how the right systems create time, clarity, and scale at any size.

### A Unique Perspective

Abbey Filko brings the rare blend of real-world marketing leadership and soulful strategy. With nearly two decades of experience spanning tourism, transport, and education, she turns overwhelm into action through systems that actually scale.

Abbey's talks blend practical frameworks with heartfelt storytelling. She doesn't just speak to a room - she activates it. Every speech is tailored, energising, and grounded in what leaders need most right now: clarity, capacity, and conviction.

At a glance:

- Founder, The Marketing Circle
- Regular guest speaker at major Universities
- Former Chief Marketing and Sales Officer, Airtrain
- Led major digital transformation initiatives
- International award-winning marketer

After hearing Abbey speak, audiences feel empowered, clear-minded, and ready to lead with strategy.



### What They Say

Strategy, storytelling, and heart all in one. Abbey helped us move from vague ideas to strategic clarity - her framework delivered real results. Highly recommend.

**Andrea Pereira, Kingdom Builders**

Abbey's keynote was brilliant. She made AI feel exciting, accessible, and deeply relevant. The audience left buzzing with ideas and real takeaways. Her ability to simplify complexity and connect with people is a rare skill. A dynamic, insightful speaker we'd bring back in a heartbeat.

**Selina Tomasich, Event Organiser**

