

Victoria Edwards
Founder
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Tor Edwards is the founder of Frankie Jean Group, a New York based company advising leaders on brand growth, marketing, and transformation.

Tor has had a two-decade career spanning the U.S., Europe, Asia, and Australia. Most recently, she served as global chief creative services officer at Fortune 100 technology company HP Inc., where she held worldwide responsibility for brand and creative services. Before that, she was president of the award-winning advertising agency Mekanism and an executive at its parent, Plus Company. Earlier she held other senior leadership positions at 72andSunny, The Many, and Clemenger BBDO.

She originally hails from Australia, where she graduated from Griffith University with a double degree in Communications and Media.