

Leanna Falkiner is a serial entrepreneur and seasoned marketing executive who currently leads **Fractional Returns**, a firm that delivers executive-level marketing leadership to financial services and technology companies—embedding strategic marketing into the core of business growth without the overhead of a full-time hire. By aligning brand, digital strategy, and demand generation, Fractional Returns transforms marketing into a powerful growth multiplier.

Previously, Leanna served as Global Chief Marketing Officer at Zafin, where she led worldwide marketing across both banking and capital markets, driving strategic impact and commercial growth. With over 15 years of experience, Leanna is known for building and inspiring high-performing teams that grow market share, reinforce brand leadership, and deepen customer loyalty. She is a trusted advisor, mentor, and board member, having served on the Boards of Coast Capital Savings Federal Credit Union and the North York General Hospital Foundation.

Leanna holds a Master of Science in International Economics from Tulane University and a bachelor's degree in Sociology and Marketing from the University of Guelph. She earned her ICD.D designation in 2018, underscoring her commitment to board excellence and governance leadership.