

Patrina Kerr

MANAGING DIRECTOR

Patrina Kerr is a results-driven entrepreneur, technologist, and business leader with more than 30 years of experience in the IT sector. Her career journey spans technical support, sales, channel development, marketing, and executive leadership roles across the ANZ and ASEAN regions.

As Managing Director of Fabric Brand Partners, Patrina leads a multidisciplinary team working at the intersection of strategy, marketing, storytelling, and design. She is passionate about helping brands lead with purpose and create a more prosperous, sustainable world. Under her leadership, Fabric embraces innovation and emerging technologies to deliver impactful, measurable results.

ENTREPRENEURIAL TRACK RECORD

In 2012, Patrina founded Hachiko, a loyalty-led marketing company that combined managed services with technology to streamline and scale B2B channel loyalty and incentive programmes. The business grew rapidly across Australasia and Southeast Asia, employing over 20 staff and generating multimillion-dollar revenues.

Hachiko's success was driven by Patrina's strategic vision and her ability to unite loyalty technology with channel marketing expertise. In 2022, the business was acquired by ASX-listed Gratifii, where Patrina continues to serve as a Non-Executive Director, supporting its ongoing growth and innovation in loyalty management.

Patrina is a member of both the Australian Institute of Company Directors and the New Zealand Institute of Directors.

COMMUNITY, WELLBEING & PURPOSE

Patrina is a strong advocate for wellbeing, sport, and community. Whether running, playing tennis, or supporting from the sidelines, she lives the values of active, balanced living. She brings this same energy and dedication to her professional and voluntary commitments, believing in the power of purposeful leadership to uplift others and create long-term prosperity.

PATRINA'S WHY

"I've always been fascinated by how technology can improve the way we live and work—and equally inspired by how story can drive meaningful change. Fabric brings all of this together: purpose, storytelling, channels, and innovation. It's a place to do work that matters for clients who want to make a difference."

At Fabric, Patrina leads company strategy, growth, and operations, with a focus on leveraging emerging technologies to elevate creative delivery, enhance productivity, and unlock new possibilities.

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