

Marketing Association Elections 2023

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Candidate Profiles for Board

Thank you to all the candidates who responded to the call for nominations for the Marketing Association's Board. The number of vacancies is shown alongside each group of candidate profiles below.

In some instances, no elections will be necessary since the number of candidates matches the number of vacancies. This will be noted at the beginning of the respective committee lists.

Members elected for the three terms ending in 2024 and 2025 term are listed at the beginning of the section so that voters can assess diversity of skills and representation across sectors, such as corporate, not-for-profit, agency, service provider, etc.

The new term will commence on 1 April 2023 and end on 31 March 2026.

Results will be announced at the AGM to be held on Monday 27 March, live-streamed online commencing at 4.00pm.

BOARD

Serving on the MA Board for the 2022-2025 term are:

Johanna Boerema-Barr, OPD Director / Consultant: MA Chair

Ant Rainger, Managing Partner, Rainger & Rolf

Shane Evans, Chief Customer Officer, SBS Bank

Intern Board Member:

Nicolas Bing, Assistant Brand Manager, Beam Suntory

Serving on the MA Board for the 2021- 2024 term are:

Matthew Pickering, GM Marketing, ANZ

Fiona Cresswell, General Manager Marketing Operations, F&P Healthcare


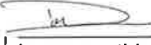
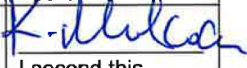
For re-appointment at the AGM 2022 for the 2022- 2025 term are:

Notes:

1. The sequence of Board candidate profiles was drawn randomly. i.e. they are not in alphabetical sequence.
2. The rating of attributes following each candidate's bio has been supplied by their proposer

Candidates for Board seats (1 vacancy/ 3 candidates)

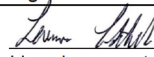

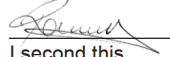
Sophie Neate, Global Head of Digital Marketing and Content, ABB

	Name	Title	Member company	Signature
Candidate nominated	Sophie Neate	Global Head of Digital Marketing and Content	ABB	 I hereby accept this nomination.
Proposed by	Duncan Baker	Senior Vice President - Smart Buildings, Smart Power and E-mobility	ABB	 I propose this candidate for Board election.
Seconded by	KENNETH H. MULCOCK COUNTRY HOLDING OFFICER		ABB	 I second this proposal

Sophie is a senior marketing leader, with over 15 years experience in all areas of the marketing cycle. Her background includes working across a wide range of industries on an international scale, having management roles for over 11 years in New Zealand, Sweden and Australia. Sophie has been responsible for setting up marketing and communication functions and driving key initiatives that have resulted in successful outcomes. Sophie is currently employed at ABB - a global technology company, located in over 100 countries with around 110,000 talented employees, as the Global Head of Digital Marketing and Content. Her key responsibilities are driving the digital strategy and content direction of the business, including SEO and SEM deliverables. Sophie believes in maintaining a high standard of work ethic, productivity, best performance, health and well-being. She holds a BBS, majoring in Marketing from Massey University in Palmerston North.

	Please give us a brief but clear description of your proposed candidate's experience and ability in each of the following areas....	Please tell us if this is one of your candidate's core strengths, or not...
Financial fluency: the ability to read and understand a set of financial accounts, and use these to gauge the health of the organisation	Experience in financial analysis, being responsible for the overall budget of the marketing function for ABB Service.	<input type="checkbox"/> Definitely a core strength <input checked="" type="checkbox"/> Competent, but not a core strength <input type="checkbox"/> Limited in this area (but strong in others)
Board experience: being on or dealing with Boards / directors; being able to distinguish governance from management	Part of the leadership team and working closely with the executive team in current role.	<input checked="" type="checkbox"/> Definitely a core strength <input type="checkbox"/> Competent, but not a core strength <input type="checkbox"/> Limited in this area (but strong in others)
Strategic thinking: being able to make strategic decisions for long-term good	Responsible for setting the strategic marketing direction, driving brand awareness, commercial growth and customer centricity.	<input checked="" type="checkbox"/> Definitely a core strength <input type="checkbox"/> Competent, but not a core strength <input type="checkbox"/> Limited in this area (but strong in others)
Strong communication skills: particularly the ability to build stakeholder relationships with members, regulators, academics and wider business	Exceptional communication skills (corporate communications, stakeholder communications etc) across all levels of the business and our customers and channel partners.	<input checked="" type="checkbox"/> Definitely a core strength <input type="checkbox"/> Competent, but not a core strength <input type="checkbox"/> Limited in this area (but strong in others)
Application: having the time and energy to devote to Board responsibilities	Sophie has the capability and capacity to commit to MA as a board member as her current global role, enables more time during normal working hours to successfully contribute and engage. Sophie's key strength is multi-tasking and the ability to prioritize where needed.	<input checked="" type="checkbox"/> Definitely a core strength <input type="checkbox"/> Competent, but not a core strength <input type="checkbox"/> Limited in this area (but strong in others)
What other attributes does this candidate have that make him/her a good choice as an MA Board member?	Sophie has the capability to relate to all members of our business, is an exceptional team player and has delivered on initiatives, which has seen excellent results. With her experience, she will be able to provide valuable insights and bring with her international best practices, working for a multi-national corporate. I have no hesitation in recommending Sophie to be part of the MA board.	

Laura Cibilich, CEO /Co-Founder, RUN

	Name	Title	Member company	Signature
Candidate nominated	Laura Cibilich	CEO / Co-Founder	RUN	 I hereby accept this nomination
Proposed by	Sean Keane	Managing Director	FCB NZ	 I propose this candidate for Board election
Seconded by	Raymond Otene McKay	Executive Creative Director / Co-Founder	RUN	 I second this proposal

Laura is the CEO and Co-Founder of Run, a Māori owned and led creative agency. She started her career more than 20 years ago, and has been in business for 15 years. Laura has been awarded nationally and internationally, including winner at the B&T Women Leading Tech Awards 2021, Fast Company Innovation Awards 2020, and in 2018 was the only person from Aotearoa in the Campaign Asia-Pacific Women to Watch 2018 list, awarded for being an outstanding female high achiever in the marketing and communications industry across Asia- Pacific. Laura is passionate about encouraging more wāhine to take on leadership roles and believes marketing should be reflective of the whole community it serves. Laura's approach is humble yet strategic, with determination to leave this world a better place for all.

	Please give us a brief but clear description of your proposed candidate's experience and ability in each of the following areas....	Please tell us if this is one of your candidate's core strengths, or not...
Financial fluency: the ability to read and understand a set of financial accounts, and use these to gauge the health of the organisation	Laura has run her own company for 15+ years and has been involved in financial decisions in other committees (for example a body corporate for many years). Utilising this experience she is able to assess the financial health of an organisation to make informed decisions.	<input type="checkbox"/> Definitely a core strength <input checked="" type="checkbox"/> Competent, but not a core strength <input type="checkbox"/> Limited in this area (but strong in others)
Board experience: being on or dealing with Boards / directors; being able to distinguish governance from management	As the CEO of Run and a shareholder in several other companies, Laura has gained ample experience working with Boards. She understands the difference between governance and management and has a good understanding of the roles and responsibilities of board members. Throughout her career, Laura has collaborated with directors from diverse industries, recognising the importance of collaboration and communication and in achieving shared goals.	<input type="checkbox"/> Definitely a core strength <input checked="" type="checkbox"/> Competent, but not a core strength <input type="checkbox"/> Limited in this area (but strong in others)
Strategic thinking: being able to make strategic decisions for long-term good	Laura has a proven ability to make strategic decisions for the long-term good of an organisation, as well as the planet. Through 15+ years of experience running her own successful company, she has developed a keen eye for market trends and emerging technologies, and has a track record of using this insight to develop innovative strategies that drive growth. She is committed to driving innovation and is not afraid to take calculated risks.	<input checked="" type="checkbox"/> Definitely a core strength <input type="checkbox"/> Competent, but not a core strength <input type="checkbox"/> Limited in this area (but strong in others)
Strong communication skills: particularly the ability to build stakeholder relationships with members, regulators, academics and wider business	Laura is a skilled communicator and experienced networker who can build solid stakeholder relationships with a diverse range of people. Laura can effectively communicate complex ideas and strategies to all levels of an organisation, and has a proven ability to build relationships based on trust and mutual respect. Laura has a realness and authenticity in her approach.	<input checked="" type="checkbox"/> Definitely a core strength <input type="checkbox"/> Competent, but not a core strength <input type="checkbox"/> Limited in this area (but strong in others)
Application: having the time and energy to devote to Board responsibilities	Having grown her business to a point where she can take on Board roles, Laura is committed to serving the Marketing Association and the wider industry and is willing to dedicate the time and effort necessary to effectively carry out board responsibilities. She is organised, detail-oriented, and able to manage her time effectively. She brings with her fresh energy and enthusiasm to drive the industry forward.	<input checked="" type="checkbox"/> Definitely a core strength <input type="checkbox"/> Competent, but not a core strength <input type="checkbox"/> Limited in this area (but strong in others)
What other attributes does this candidate have that make him/her a good choice as an MA Board member?	<p>Laura is a visionary leader with a passion for marketing and a strong commitment to social responsibility. As CEO of a Māori-owned company, she brings a unique perspective to the table. She has a deep understanding and appreciation of te ao Māori values and culture, and is committed to promoting diversity and inclusion within the marketing industry.</p> <p>Laura has a proven track record of developing innovative campaigns that benefit both the organisation and the community it serves. Her cultural expertise combined with her commercial skillset make her an ideal candidate for the Marketing Association Board.</p>	

Nathalie Moolenschot, GM Marketing, Animates Vetcare NZ

	Name	Title	Member company	Signature
Candidate nominated	Nathalie Moolenschot	General Manager Marketing	Animates Vetcare NZ	I hereby accept this nomination
Proposed by	Neil Cowie	CEO	Animates Vetcare NZ	I propose this candidate for Board election
Seconded by	Dean Cook	Group Head of Marketing & Communications	New Zealand Health Group	I second this proposal

Nathalie has over 20 years of experience in marketing in both the service and retail industry, focusing on leveraging insights to enhance customer experience through relevance and differentiation. Prioritising the development of customer-centricity and culture within her teams and bringing that into her executive positions has shaped the future of organisations resulting in solid customer, client and business growth.

Before her role as General Manager of Marketing & eCommerce for Animates Vetcare NZ, Nathalie held senior positions at The Warehouse Group, Air New Zealand, Westpac, ASB and BNZ. The varied industries and organisations have provided Nathalie with strong business acumen and governance focus.

Nathalie has successfully grown the influence of marketing in business, demonstrated through leading digital transformation across marketing tech stacks and media, implementation of eCommerce strategies alongside reinvestment in brand and loyalty.

Having first experienced the Marketing Association in 1999 when completing the Direct Marketing certificate, Nathalie has been an avid supporter of the MA, including creating and leading the Customer Experience certificate.

Nathalie is passionate about growing her commitment to the MA, adding a retail industry voice to complement an already strong Board. Her goal is to support marketers facing increasing complexity in their field while needing to become a more prominent voice in connecting business strategy to customer needs. Nathalie believes the MA is a critical body to advance the industry and aid marketers in this journey.

	Please give us a brief but clear description of your proposed candidate's experience and ability in each of the following areas....	Please tell us if this is one of your candidate's core strengths, or not...
Financial fluency: the ability to read and understand a set of financial accounts, and use these to gauge the health of the organisation	As exec member, Nathalie is responsible for reviewing and critiquing the financial performance weekly, and the overall business P&L monthly. This includes building strategies, complex business cases and recommendations to ensure long term financial sustainability and health, beyond the scope of marketing.	<input checked="" type="checkbox"/> Definitely a core strength <input type="checkbox"/> Competent, but not a core strength <input type="checkbox"/> Limited in this area (but strong in others)
Board experience: being on or dealing with Boards / directors; being able to distinguish governance from management	Nathalie is required to engage with our Board to obtain approval on significant business initiatives and provide applicable updates. The Board has always provided positive feedback of Nathalie and her performance.	<input type="checkbox"/> Definitely a core strength <input checked="" type="checkbox"/> Competent, but not a core strength <input type="checkbox"/> Limited in this area (but strong in others)
Strategic thinking: being able to make strategic decisions for long-term good	Nathalie's role incorporates shaping the future growth trajectory of the business, whether in response to market environment or activities or developing strategic goals and subsequent approaches. This has been successfully undertaken across a wide scope, including Covid response management, sustainability strategy and overall brand and marketing strategies	<input checked="" type="checkbox"/> Definitely a core strength <input type="checkbox"/> Competent, but not a core strength <input type="checkbox"/> Limited in this area (but strong in others)
Strong communication skills: particularly the ability to build stakeholder relationships with members, regulators, academics and wider business	Nathalie has successfully built internal stakeholders and Board relationships, demonstrated by the support of strategic initiatives such as brand evolution and eCommerce and marketing investment roadmap. Nathalie has also built positive relationships with Commerce Commission, sustainability governance groups and our strategic supplier partners.	<input checked="" type="checkbox"/> Definitely a core strength <input type="checkbox"/> Competent, but not a core strength <input type="checkbox"/> Limited in this area (but strong in others)
Application: having the time and energy to devote to Board responsibilities	Nathalie has always delivered strategic opportunities and initiatives over and above through dedication and strong planning. Due to her advocacy for the marketing industry, I don't doubt her ability and drive to be an active member of the Board.	<input checked="" type="checkbox"/> Definitely a core strength <input type="checkbox"/> Competent, but not a core strength <input type="checkbox"/> Limited in this area (but strong in others)
What other attributes does this candidate have that make him/her a good choice as an MA Board member?	Nathalie has the ability to reflect on complex problems and simplify them to enable businesses to react or leverage opportunities. Her focus on ensuring strategic thinking connects back to customer behaviour, trends, market performance and financial impact provides a well rounded and robust conversation within our executive team.	