

Marketing Association Elections 2025

In association with ONZL

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.

- The new term will commence on 1 April 2025 and end on 31 March 2028.
- Results will be announced at the AGM to be held on Monday 24 March, live-streamed online commencing at 4.00pm.

BOARD

Intern Board Member:

Ben Alloway, Marketing Coordinator, Argus Heating

Serving on the MA Board for the 2023- 2026 term are:

Ian Olan

Nathalie Moolenschot, Marketing Director/GM Marketing, Animates NZ

Serving on the MA Board for the 2024 – 2027 term are:

Simon Hofmann, General Manager: Brand and Marketing, Kiwibank

Laura Cibilich, CEO, RUN

Standing for re-appointment at the AGM 2025 for the 2025 - 2028 term are:

Ant Rainger, Managing Partner, Rainger & Rolfe

To confirm appointment at the AGM 2025 for the 2025- 2028 term are:


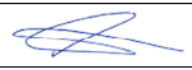
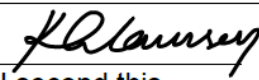
Shane Evans, Chief Transformation Officer, SBS Bank

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 seat (1 vacancy / 7 candidates)

Michelle Leadsom, Chief Customer & Brand Officer, Network for Learning (N4L)

	Name	Title	Member company	Signature
Candidate nominated	Michelle Leadsom	Chief Customer & Brand Officer	Network for Learning (N4L)	 I hereby accept this nomination
Proposed by	Larrie Moore	Chief Executive Officer	Network for Learning (N4L)	 I propose this candidate for Board election
Seconded by	Kushla Glasuser	Head of Brand and Acquisition Marketing	Tower Insurance	 I second this proposal

Candidate biography:

Michelle is a highly experienced marketer, having held senior roles across multiple industries including financial services, education, and technology in both the private and public sector.

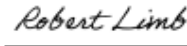
She is currently the Chief Customer and Brand Officer for Network for Learning, a Crown company serving 900,000 technology users a day across all NZ schools and Kura, where she leads a multi-disciplinary team of 100+ employees across marketing, sales, customer experience and operations.

Previously Michelle has held senior marketing roles and led transformational brand and new business strategies at Tower Insurance and the Bank of New Zealand. As an executive leader at Manukau Institute of Technology, she led financial growth for the institute whilst ensuring kaitiakitanga for predominantly Māori and Pacific nations students in their enrolment, study and alumni experience. This varied sector and leadership experience, would enable Michelle to bring a diverse perspective to the work of the Board.

Michelle is a bona fide 'marketing geek' with a real passion for the discipline. The Marketing Association Board position would combine her love of marketing with her broad experience to give back to the marketing community, as we navigate increasing opportunities to broaden the discipline and be credible at the executive table. Michelle's executive roles have also involved working with Boards regularly and she is a member of the Institute of Directors.

	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...
<p>Financial fluency: the ability to read and understand a set of financial accounts, and use these to gauge the health of the organisation</p>	<p>Michelle is highly commercial and financially literate, having held multi-million dollar P&L responsibility across a number of roles. As a member of the Executive she shares responsibility for the overall company financial performance and health.</p>	<p><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)</p>
<p>Board experience: being on or dealing with Boards / directors; being able to distinguish governance from management</p>	<p>Michelle regularly engages with the Board at N4L, as well as in prior roles, and is credible and highly respected. She is also a member of the Institute of Directors and has completed the Governance Essentials, Financial and Strategy courses for Board members.</p>	<p><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)</p>
<p>Strategic thinking: being able to make strategic decisions for long-term good</p>	<p>Strategic thinking is a core skill, having led both organisational and functional strategies across a range of organisations. Michelle takes a logical, commercial and customer centred approach to strategic decisions.</p>	<p><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)</p>
<p>Strong communication skills: particularly the ability to build stakeholder relationships with members, regulators, academics and wider business</p>	<p>Michelle possesses highly effective communication skills, and is specifically skilled in making the complex simple and bringing clarity and buy-in as a result. She engages with a wide range of external stakeholders in her current role including customers, private sector, partners and government.</p>	<p><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)</p>
<p>Application: having the time and energy to devote to Board responsibilities</p>	<p>Michelle is organised and in my experience follows through with any commitment she makes, and will ensure she contributes to the best of her ability.</p>	<p><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)</p>
<p>What other attributes does this candidate have that make him/her a good choice as an MA Board member?</p>	<p>Michelle is a great team player, and she strives to help any team she is on perform through her insightful perspective and the relationships and trust she builds with others. She brings a much broader commercial perspective beyond Marketing across a range of domains which would be highly valuable to the Marketing Association.</p>	

Adrian Green, Head of Consumer & Business Insights, Digital Marketing & Merchandising.
McDonald's Restaurants Limited

	Name	Title	Member company	Signature
Candidate nominated	Adrian Green	Head of Consumer & Business Insights, Digital Marketing & Merchandising	McDonald's Restaurants Limited	 I hereby accept this nomination
Proposed by	Robert Limb	Executive Director TRACK Tribal NZ	TRACK Tribal NZ	 I propose this candidate for Board election
Seconded by	Jo Mitchell	General Manager Marketing	The Warehouse Group	 I second this

Candidate biography:

I've built my career in Marketing, using insights to create campaigns that drive commercial success and brand growth. At McDonald's, I've led changes to align strategies with customer needs, using segmentation and insights. I've also played a key role in pushing the McDonald's app, driving impressive sales and brand results.

I find satisfaction in helping develop marketers within my organization and collaborating with agency partners. We embrace a 'winning and learning' philosophy, encouraging improvement through training, feedback, and innovation. I support the Marketing Association's mission to help marketers excel.

Career Highlights:

- Current Role: Head of Consumer & Business Insights, Digital Marketing & Merchandising at McDonald's. I lead departments that generate commercial insights, applying them to shape company strategy, tactical plans, and digital marketing.
- Digital Marketing: At McDonald's, digital marketing is driven by the app and its data. We've doubled the app's performance yearly by aligning customer needs with profitable products and services. This success required extensive collaboration with the Franchisee leadership team.
- Previous Experience: Before McDonald's, I spent over a decade in retail and shopper marketing, holding leadership roles at Samsung UK (Head of Retail Channel) and United Biscuits (Shopper Marketing Controller).

I bring a strong blend of commercial insights, digital expertise, and a passion for helping people reach their full potential.

I hope to support the Marketing Association in empowering marketers to excel. Thank you for your time.

	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...
<p>Financial fluency: the ability to read and understand a set of financial accounts, and use these to gauge the health of the organisation</p>	<p>Adrian's financial acumen and fluency are core strengths that are in use every week, as is his ability to gauge the underlying financial strength of a business, be that McDonald's in NZ or any one of the restaurant operations that he is responsible for evaluating. Adrian is solely responsible for McDonald's Pricing in NZ.</p>	<p><input checked="" type="checkbox"/> Definitely a core strength</p> <p><input type="checkbox"/> Competent, but not a core strength</p> <p><input type="checkbox"/> Limited in this area (but strong in others)</p>
<p>Board experience: being on or dealing with Boards / directors; being able to distinguish governance from management</p>	<p>Adrian contributes to the McDonald's Country Management Board as an ELT member, is part of the NZ Franchisee Executive and the NZ Franchisee Leadership Group. He chairs the Pricing Steering Group, sits on the Legal and Regulatory framework board on data governance and privacy issues. He is a regular contributor to the IT Committee and Data Protection and Safe Usage.</p>	<p><input checked="" type="checkbox"/> Definitely a core strength</p> <p><input type="checkbox"/> Competent, but not a core strength</p> <p><input type="checkbox"/> Limited in this area (but strong in others)</p>
<p>Strategic thinking: being able to make strategic decisions for long-term good</p>	<p>Adrian creates the foundations of McDonald's long-term marketing, data and technology roadmaps. He intimately understands what McDonald's suppliers need to do, in order to thrive for the long haul.</p>	<p><input checked="" type="checkbox"/> Definitely a core strength</p> <p><input type="checkbox"/> Competent, but not a core strength</p> <p><input type="checkbox"/> Limited in this area (but strong in others)</p>
<p>Strong communication skills: particularly the ability to build stakeholder relationships with members, regulators, academics and wider business</p>	<p>The success that Adrian has enjoyed as a leader at McDonald's is predicated on his ability to manage the McDonald's ELT, the Franchisee Exec and his roster of agency partners and suppliers. Key to that success is his ability to break down complex commercial information into easier to digest parts.</p>	<p><input checked="" type="checkbox"/> Definitely a core strength</p> <p><input type="checkbox"/> Competent, but not a core strength</p> <p><input type="checkbox"/> Limited in this area (but strong in others)</p>
<p>Application: having the time and energy to devote to Board responsibilities</p>	<p>Adrian has a full-time leadership role, but he commits wholeheartedly to everything that he chooses to undertake. He is also utterly dependable. Adrian would be a committed and diligent board member.</p>	<p><input checked="" type="checkbox"/> Definitely a core strength</p> <p><input type="checkbox"/> Competent, but not a core strength</p> <p><input type="checkbox"/> Limited in this area (but strong in others)</p>
<p>What other attributes does this candidate have that make him/her a good choice as an MA Board member?</p>	<ul style="list-style-type: none"> • Adrian possesses deep insights into the pressures that marketing leaders face, especially from senior stakeholders. • His is a considered voice in any decision-making process, and he has reputation for being an outstanding listener. • Adrian is able to digest complex information quickly and with precision. • Adrian is grounded and utterly trustworthy, and he has strong sense of his own personal values. • He is calm under pressure and always considered. 	

Leanne Too, Marketing Director, Restaurant Brands

	Name	Title	Member company	Signature
Candidate nominated	Leanne Too	Marketing Director	Restaurant Brands	 I hereby accept this nomination
Proposed by	Keith Norris	Consultant	Life Member	 I propose this candidate for Board election
Seconded by	CLARK WILSON	MARKETING DIRECTOR	RESTAURANT BRANDS.	 I second this proposal

Candidate biography:

As a passionate, dynamic, and results-driven Marketing and Business Leader with over 25 years of experience, I have successfully led marketing strategies for some of the world's most beloved brands across the UK, Ireland, Europe, and New Zealand markets. Currently, I am at the helm of the KFC brand in New Zealand, delivering strategic vision with creative marketing innovation, that has elevated KFC's NZ brand presence internationally. This work has been recognised through numerous marketing excellence and commercial partnership awards, with the 'KFC Gravy Train' earning global acclaim for Creative Disruption.

Before joining Restaurant Brands, I held leadership roles in brand strategy, sponsorships, shopper marketing, category management, and digital transformation with industry leaders such as Unilever UK & AUNZ, Fonterra, and Lion, as well as partnering with retail giants Walmart and Tesco.

I am keen to leverage my experience and strategic approach to guide both the industry and the Marketing Association, and I am a firm advocate for building future leaders to drive business growth. Passionate about fostering collaboration, creative innovation, diverse perspectives, and continuous learning, I would be honoured for the opportunity to help shape The Marketing Association.

	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...
<p>Financial fluency: the ability to read and understand a set of financial accounts, and use these to gauge the health of the organisation</p>	<p>As Marketing Director at Restaurant Brands it is a large part of Leanne's role to manage budgets. She has responsibility for managing profit/loss margins for the NZ operation. She is responsible for marketing one of NZ's iconic brands ...KFC.</p>	<p><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)</p>
<p>Board experience: being on or dealing with Boards / directors; being able to distinguish governance from management</p>	<p>Leanne represents the NZ operation on the Restaurant Brands Australian Board. She also has experience on voluntary Boards.</p> <p>She is totally familiar with Board procedures and clearly understands the roles of tactical management and board governance.</p>	<p><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)</p>
<p>Strategic thinking: being able to make strategic decisions for long-term good</p>	<p>A large part of a marketing director's role involves planning the long-term strategic direction of the organisation.</p> <p>As a senior manager in a global food brand she carries extra responsibility for ethical decision making.</p>	<p><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)</p>
<p>Strong communication skills: particularly the ability to build stakeholder relationships with members, regulators, academics and wider business</p>	<p>A key speaker at MA's brand summit and participant in many CMO panels are some examples of her communication skills.</p> <p>She manages sports teams in her spare time and is considered an influential leader amongst her peers.</p>	<p><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)</p>
<p>Application: having the time and energy to devote to Board responsibilities</p>	<p>Leanne is a "doer and completer" when she commits to a job it gets done.</p> <p>She is very keen to add value to the direction and strategy of the Board</p>	<p><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)</p>
<p>What other attributes does this candidate have that make him/her a good choice as an MA Board member?</p>	<p>She has a great deal of experience with PR and sponsorship which would be invaluable to the Marketing Association.</p> <p>She is very instrumental in promoting women in leadership and would contribute to the Board's focus on diversity.</p>	

Seth Gold, Director, Good as Gold Media


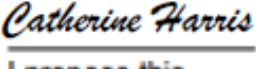

	Name	Title	Member company	Signature
Candidate nominated	Seth Gold	Director	Good As Gold Media / Coural Rural Posties Co-Op	 I hereby accept this nomination
Proposed by	David Farrant	National Sales Manager	Good as Gold Media	 I propose this candidate for Board election
Seconded by	Mark Newell	Direct Marketing Specialist	NZ Post	 I second this proposal

Candidate biography:

A 3rd generation printer with ink in his veins from Chicago, started his New Zealand career with PMP Print in 2006 and climbed the ranks to be the National Sales Manager of Audience (print / distribution) for Ovato. Today he runs a successful independent distribution business that offers network solutions and sovereignty to the weekly publishers that want to bring their distribution in-house. In addition to supporting the best-in-class Good as Gold urban network for its members, Seth is also GM Sales for the nation's rural postie-owned co-op Coural, where he represents the nation's 550 rural posties' abilities without the need of a 3rd party distributor or NZ Post involvement, resulting in higher remuneration for the postie owner-operator and less cost to the advertiser.

	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	Although I delegate this area to my appropriate team members, I am competent to participate in lively discussions.	<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	I have no nominated Board experience, however, was a senior member strategic management team at Ovato and currently report to Coural Board as their GM Sales.	<input type="checkbox"/> Definitely a core strength <input type="checkbox"/> Competent, but not a core strength <input checked="" type="checkbox"/> Limited in this area (but strong in others)
Strategic thinking: being able to make strategic decisions for long-term good	This skill set is a core strength as demonstrated by the navigation of the journey from closure of Ovato distribution network in 2022 to the successful rebirth as Good as Gold and in consideration of a challenging marketplace	<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	Prolific and long-standing relationships with colleagues, clients and suppliers is centred around trust, ethics, and delivery of expectations achieved by strong communication skills.	<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	Great desire to be more active in the marketing community to learn and to share my knowledge in this space.	<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?	As an expert in Print and Distribution, and volume increasing as punters find it is marketing spend well allocated, it might be advantageous for MA to have an expert in this space. Our sales have doubled each year, we know we are on the right track with this discipline showing signs for a meaningful resurgence.	

Jo Mitchell, GM Marketing, The Warehouse

	Name	Title	Member company	Signature
Candidate nominated	Jo Mitchell	GM Marketing	The Warehouse	 I hereby accept this nomination
Proposed by	Catherine Harris	CEO	TBWA	 I propose this candidate for Board election
Seconded by	Shevaun Lomas	GM HR	The Warehouse	 I second this proposal

Candidate biography:

I am a passionate and commercially astute senior marketing leader with over 20 years of experience driving business growth by connecting brands, products, and communications with consumers across diverse channels. I am dedicated to enhancing marketing capability, raising awareness, and amplifying the value of marketing within organizations and the wider industry. I support the work the MA is doing to amplify this in NZ


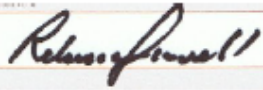

Increasing the capability and visibility of marketing teams within organizations has been a key focus across all my roles, ensuring the critical role of marketing is recognized at all levels of the business. I am also committed to fostering a culture of continuous learning, helping individuals and teams evolve and stay ahead in an ever-changing & increasingly challenging landscape.

I've had the privilege of working across almost every Marketing discipline & lead successful teams in both Global and Local businesses, caretaking some of the worlds most loved brands. This experience enables me to offer a wide variety of support & encouragement to my teams to 'lift the floor' and 'raise the ceiling' of Marketing expertise, confidence and skills. I believe in marketing's power to shape business outcomes and am committed to building cultures that celebrate marketing wins and support the development of marketing excellence.

For the past three years, I have thoroughly enjoyed meeting & mentoring several Marketing Association members, and supporting the Graduate Program to help build the next generation of marketing talent. I've completed my IoD certification and look forward to broadening my Governance career in a role on the MA Board supporting their quest to continue to raise the bar of Marketing in NZ.

	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	Exceptional knowledge of a P&L and management of brand P&Ls across multiple Global businesses & brands (McD, Heineken, TWL). Management of A&P budgets in excess of \$50m in complex, high accountability businesses	<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	Member of the Exec for The Warehouse and monthly Board attendance, presentation and reporting. Member of ELT for My Food Bag, Heineken & McD with Board & Senior stakeholder engagement	<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	Easily navigates long term strategic vision and priorities while generating the momentum to deliver on this. Led business turnaround & change management projects, managed large Marketing teams through change to align, energise and execute agreed plans for business	<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	Strong communicator & connector across all levels of the business, aligning teams to manage through significant change across team, peers, leaders, ELT and Board members and agency 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	Jo is disciplined with her time and a big supporter of the industry. Time and again she has ensured she makes space for roles beyond her immediate job that better the industry.	<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?	A passionate advocate for the industry, both within her organization and within the industry at large. A flexible thinker who is always learning so will bring a fresh perspective that is future focused. Is very experienced and supportive leader of talent and an exceptional team player.	

Daniel Hopkirk, Managing Director, Crave Global

	Name	Title	Member company	Signature
Candidate nominated	Daniel Hopkirk	Managing Director	Crave Global	 I hereby accept this nomination
Proposed by	Bec Flavell	Head of Marketing	Fullers360	 I propose this candidate for Board election
Seconded by	Georgina Otto	Group Account Director	Crave Global	 I second this proposal

Candidate biography:

Daniel is a determined and results-driven marketing leader, blending commercial focus, consumer insights and a creative edge to build world-class brands. He excels in both managing teams as well as working alongside talent to create inspiring consumer agendas that drive business growth. With a broad skill set in strategy, execution, creative development, and problem-solving, he thrives under pressure and challenging deadlines. Daniel has the unique experience of leading both large-scale corporate marketing teams and successfully building his own award-winning Trans-Tasman agency. He has led teams of up to 30 people and managed organisations of 1,500 to 10,500 employees, with extensive cross-cultural experience in Europe, America, and Australasia. Daniel is a current board member of Dance For Abilities, a charity that creates opportunities for people with intellectual disabilities across Australia and New Zealand.

Daniel's employment history includes leading the marketing program for Virgin Australia Airlines, Kerry Foods Europe, Urban Purveyor Group Australia—which he helped take to sale in late 2015 for \$200m. More recently, having set up Crave Global in 2016, he has successfully grown the agency in double-digit growth and helped transform some of NZ's leading brands. In addition to this, Daniel created Thursday Bar, which was a movement of its own in the marketing industry for three years before he sold it in December 2023.

Daniel has successfully developed strategies that drive growth in challenging environments, inspiring teams to perform at their peak and think innovatively. His expertise includes crafting bold brand strategies that deliver double-digit growth and executing campaigns that boost revenue, profit, and brand equity. He has transformed business models for long-term sustainability and profitability, with a focus on brand strategy, brand transformation, publicity, cross-functional team leadership, bold thinking, and creating immersive consumer experiences.

Daniel's experience spans business growth, innovation, entrepreneurial skills, business sales, portfolio management, consumer insights, brand launches, and new market entries, always aiming to create impactful, transformative brand experiences.

	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...
<p>Financial fluency: the ability to read and understand a set of financial accounts, and use these to gauge the health of the organisation</p>	<p>Daniel has managed P&Ls ranging from \$1 million to several hundred million, drawing on 20 years of commercial experience including 12 years as a director.</p> <p>He founded a multi-million-dollar advertising agency and successfully sold another venture.</p> <p>His robust financial acumen ensures he can analyse financial reports accurately, assess organisational health, and make well-informed business decisions.</p>	<p><input checked="" type="checkbox"/> Definitely a core strength</p> <p><input type="checkbox"/> Competent, but not a core strength</p> <p><input type="checkbox"/> Limited in this area (but strong in others)</p>
<p>Board experience: being on or dealing with Boards / directors; being able to distinguish governance from management</p>	<p>Daniel currently serves on a charity board and has led businesses with formal boards for over a decade.</p> <p>He regularly collaborates with directors to shape strategic priorities and ensure strong governance.</p> <p>From 2019 to 2023, Daniel was a member of the Institute of Directors, further solidifying his governance expertise.</p> <p>This background equips him to distinguish effectively between board-level strategy and day-to-day management.</p>	<p><input type="checkbox"/> Definitely a core strength</p> <p><input checked="" type="checkbox"/> Competent, but not a core strength</p> <p><input type="checkbox"/> Limited in this area (but strong in others)</p>
<p>Strategic thinking: being able to make strategic decisions for long-term good</p>	<p>An adept problem-solver, Daniel excels at identifying core marketing and commercial challenges and devising long-term, commercially viable solutions.</p> <p>He co-founded Dance for Abilities and guided its expansion across Australasia, reflecting his ability to drive sustainable growth.</p> <p>Within his marketing and agency experience he has led board-level transformative business and brand strategies for clients across FMCG, hospitality and large organisations such as Port of Auckland. In collaboration with Fullers360, he developed a new brand framework with broader strategic objectives, demonstrating successful leadership in both not-for-profit and commercial settings.</p>	<p><input checked="" type="checkbox"/> Definitely a core strength</p> <p><input type="checkbox"/> Competent, but not a core strength</p> <p><input type="checkbox"/> Limited in this area (but strong in others)</p>
<p>Strong communication skills: particularly the ability to build stakeholder relationships with members, regulators, academics and wider business</p>	<p>An engaging communicator who values collaboration, Daniel effectively builds relationships with diverse stakeholders, from directors and C-suite to frontline teams. He listens actively, is passionate about distilling key insights and aligns individuals behind shared goals.</p> <p>With Fullers360, he advanced initiatives through strong relationships - achieving measurable results through his focus on transparent communication aligning to common goals.</p>	<p><input checked="" type="checkbox"/> Definitely a core strength</p> <p><input type="checkbox"/> Competent, but not a core strength</p> <p><input type="checkbox"/> Limited in this area (but strong in others)</p>

<p>Application: having the time and energy to devote to Board responsibilities</p>	<p>Daniel invests wholeheartedly in every role and commits 100% effort to every undertaking, with a genuine drive to see projects succeed and build best-in-class services</p> <p>Daniel proactively invests time and energy in board responsibilities, he believes strong governance is key to ensuring resilience and sustained growth.</p> <p>Motivated by a desire to see the marketing industry thrive, and build in future resilience, Daniel will contribute meaningfully to the MA Board and champion progress at all levels.</p>	<p><input checked="" type="checkbox"/> Definitely a core strength</p> <p><input type="checkbox"/> Competent, but not a core strength</p> <p><input type="checkbox"/> Limited in this area (but strong in others)</p>
<p>What other attributes does this candidate have that make him/her a good choice as an MA Board member?</p>	<p>Daniel's international experience spans multiple markets, providing broad insights into consumer behaviour and business practices. His current venture, Crave Global, operates across Australia and New Zealand, offering first-hand knowledge of market trends and future industry needs.</p> <p>With over a decade in both corporate directorship and agency ownership, Daniel brings a well-rounded perspective on strategic and operational challenges in the marketing sector.</p> <p>Daniel is deeply passionate about developing New Zealand's marketing talent through his agency and ongoing work with the Marketing Association, providing essential tools to ensure the next generation can truly succeed on a global stage and beyond.</p> <p>Daniel offers strong financial oversight, proven governance expertise, strategic foresight, and exceptional communication skills. With a truly global outlook and a steadfast commitment to shaping future marketing professionals, he is uniquely positioned to strengthen the Marketing Association's board and advance its long-term objectives.</p>	

Adnan Khan, Co-Founder, STITCH

	Name	Title	Member company	Signature
Candidate nominated	Adnan Khan	Co-Founder	STITCH	DocuSigned by: Adnan Khan I hereby accept this nomination 2922C81D769845A...
Proposed by	Zania Guy	Founder	ZaniaGuy.com	Signed by: I propose this candidate for Board election 88804D5...
Seconded by	Vikas Varma	Account manager	STITCH	Signed by: I second this proposal F87BD148E...

Candidate biography:

Adnan Khan is a visionary leader in digital marketing and advertising technology with over 15 years of global experience. He began his career at Initiative Media before joining Microsoft and later becoming one of the founding employees of Facebook ANZ. Adnan played a key role in launching Facebook's operations in New Zealand, driving exponential revenue growth and establishing its presence as a leader in digital advertising.

Currently, Adnan is the co-founder of Stitch, a consultancy that leverages media, data and technology to transform customer experiences. His innovative approach has earned him prestigious accolades, including three TVNZ Marketing Awards, Gold Effie Awards and a Global Effie Nomination. As Chair of the Digital SIG at the Marketing Association, Adnan has been instrumental in promoting best practices in digital marketing. He is passionate about mentoring emerging marketers and advocating for marketing as a strategic driver within New Zealand businesses. Adnan's governance experience includes advisory roles and board memberships across various organisations. Adnan brings a unique combination of strategic vision, technical expertise, and a deep commitment to advancing New Zealand's marketing ecosystem. His focus on innovation and collaboration positions him as a valuable addition to the MA Board.

	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	Managed multi-million-dollar budgets and P& at Microsoft, MSN, Meta and Stitch. Analysed financial reports, forecasting, and growth trajectories.	<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	Chaired MA's Digital SIG (2022-present); board, committee and board advisory roles for ListingLogic, IAB NZ, and IMANZ. Distinguishes governance from operational execution.	<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	Managed PBL & Microsoft JV partnership in Australia, Spearheaded Meta's NZ market entry (2009), 4X-ing revenue in 3 years. Grew Stitch into a highly successful media and martech agency over the last five years.	<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	Spoken at major global industry conferences; key industry thought leader in marketing and technology convergence; engaging communicator who builds relationships across wider business, C-suite executives to grassroots marketers.	<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	Highly committed to contributing time and energy to Board responsibilities. Extensive professional network and deep understanding of marketing trends will enable him to provide valuable insights that benefit MA board members.	<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?	His passion for innovation, mentorship, and advocacy for diversity within the marketing industry aligns with MA's goals of fostering professional development and creating a thriving community of marketers. Adnan is an impactful candidate who can contribute meaningfully to shaping the future of marketing in New Zealand.	