

Marketing Association Elections 2026

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 2026 and end on 31 March 2029.
- Results will be announced at the AGM to be held on Monday 30 March, live-streamed online commencing at 4.00pm.

BOARD

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

Simon Hofmann, General Manager: Brand and Marketing, Kiwibank

Laura Cibilich, CEO, RUN

Serving on the MA Board for the 2025 – 2028 term are:

Ant Rainger, Managing Partner, Rainger & Rolfe

Shane Evans, Chief Transformation Officer, SBS Bank

Jo Mitchell, Fractional CMO

And our Board Chair; Emma Watson

To approve the casual appointment at the AGM 2026 for the 2026- 2029 term are:

Leanne Too, KFC Marketing Director, Restaurant Brands NZ

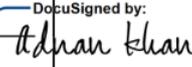
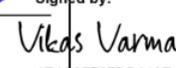
Mike Asbridge, CFO, MediaWorks

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 / 13 candidates)

Adnan Khan, Managing Partner, Stitch

	Name	Title	Member company	Signature
Candidate nominated	Adnan Khan	Managing Partner	Stitch	DocuSigned by:  I hereby accept this nomination 2922C81D76964F0...
Proposed by	Zania Guy	Founder	ZaniaGuy.com	Signed by:  I propose this candidate for Board election 10DF244F68D64D5...
Seconded by	Vikas Varma	Account manager	STITCH	Signed by:  I second this proposal 4E4Q25F87BD148E...

Candidate biography:

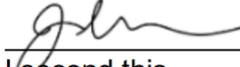
Adnan Khan is a recognised leader in digital marketing and advertising technology with over 18 years of global experience. He began his career at Initiative Media before joining Microsoft and later becoming one of the founding employees of Facebook ANZ. Adnan played a key role in launching Facebook's operations in New Zealand, driving exponential revenue growth and establishing its presence as a leader in digital advertising.

Currently, Adnan is the Managing Partner of Stitch, a marketing technology consultancy, and Co-Founder of Stitch Predict, a SaaS marketing mix modelling platform making sophisticated measurement accessible to businesses of all sizes. His innovative approach has earned him prestigious accolades, including three TVNZ Marketing Awards, two Gold Effie Awards and a Global Effie Nomination.

As Chair of the Digital SIG, Adnan has been instrumental in promoting best practices in digital marketing and contributing to the Association's strategic direction. He is a published thought leader on the MA Resource Hub, a regular speaker at MA events including the Brainy Breakfast series, and a recognised LinkedIn Top Digital Marketing Voice. His governance experience spans ListingLogic (Board Member & Investor), IAB NZ Emerging Technology Council, and IMANZ Innovation & Technology Group. Adnan brings a unique combination of strategic vision, technical expertise, and deep commitment to advancing New Zealand's marketing ecosystem.

	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>Managed multi-million-dollar budgets and P&L at Microsoft, Meta and Stitch. Co-founded Stitch Predict SaaS platform. Board investor in ListingLogic (700% return exit). Analyses financial reports, forecasting, and growth trajectories.</p>	<p><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)</p>
<p>Board experience: being on or dealing with Boards / directors; being able to distinguish governance from management</p>	<p>Chair of MA's Digital, AI & Social Thought Leader Working Group (2021-present). Board member & investor, ListingLogic (2013-2020). IAB NZ Emerging Tech Council and IMANZ Innovation Group member. Distinguishes governance from operational execution.</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>Managed P&L & 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. Named one of NZ's 'Globally Brilliant Agencies.'</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>Spoken at major industry events (Brainy Breakfast, Digital Day Out, Marketo Summit SP). Published 6+ articles on MA Resource Hub. LinkedIn Top Digital Marketing Voice (top 5% globally). Builds relationships from C-suite to grassroots marketers.</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>Highly committed to contributing time and energy to Board responsibilities. Currently serving as MA SIG Chair, demonstrating ongoing dedication to the Association. Extensive professional network and deep understanding of marketing trends.</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>His passion for AI innovation, mentorship, and advocacy for digital transformation aligns with MA's strategic priorities. As SIG Chair, Adnan has demonstrated his ability to contribute meaningfully to shaping the future of marketing in New Zealand. He brings deep expertise in AI, martech, and data-driven marketing at a critical time for the industry.</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	Rob Limb	Executive Director TRACK Tribal NZ	TRACK Tribal NZ	 I propose this candidate for Board election
Seconded by	Jo Mitchell	Fractional CMO	Self Employed	 I second this proposal

Candidate biography:

I have built my career in marketing by using customer insight and data to drive commercial growth, brand strength and organisational change. My experience spans insight-led strategy, digital and app-based marketing, loyalty, pricing and merchandising — bringing a modern, customer-centric lens to marketing leadership.

In my current role as Head of Consumer & Business Insights, Digital Marketing & Merchandising at McDonald's, I lead teams responsible for translating customer, behavioural and commercial insight into enterprise strategy, digital execution and in-restaurant outcomes. A core focus has been accelerating the McDonald's app as the primary marketing and loyalty platform — aligning customer needs with profitable products and services. This has delivered sustained growth in app engagement, sales contribution and brand metrics, enabled through close collaboration with franchisee leadership.

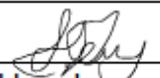
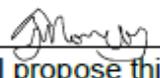
I also chair the Pricing Steer Group, bringing together cross-functional and franchise stakeholders to guide value, pricing architecture and promotional strategy. This role requires strong governance, commercial judgement and balancing customer value with long-term business sustainability.

Before McDonald's, I spent more than a decade in retail and shopper marketing, holding senior leadership roles including Head of Retail Channel at Samsung UK and Shopper Marketing Controller at United Biscuits. This background gives me a strong understanding of the full marketing mix, from brand and media to in store execution and commercial performance.

A consistent focus throughout my career has been developing marketing capability — coaching teams, partnering with agencies and fostering a “winning and learning” culture built on test and learn, feedback and innovation. This strongly aligns with the Marketing Association's mission to help marketers thrive in a rapidly changing, digital environment.

	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	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.	<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	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	<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	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.	<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	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.	<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	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.	<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?	<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. 	

Storm Day, CEO, Droga5

	Name	Title	Member company	Signature
Candidate nominated	Storm Day	CEO, Droga5 / NZ Lead Accenture Song	Droga5, part of Accenture	 I hereby accept this nomination
Proposed by	Justin Mowday	Country Manager, Accenture	Accenture	 I propose this candidate for Board election
Seconded by	Helen Fitzsimons	Chief Marketing Officer	ASB	 I second this proposal

Candidate biography:

Storm Day is a passionate advocate for marketing as a driver of growth. As the New Zealand leader of Accenture Song and Droga5, she guides multidisciplinary teams across brand, CX, commerce, service, research, and technology, helping some of Aotearoa's largest organisations reinvent how they connect with customers. With over 20 years' experience spanning brand strategy, experience design, and marketing transformation, Storm has played a pivotal role in shaping the evolution of marketing in New Zealand, championing it as a critical lever for sustained business growth. She brings a collaborative mindset and future-focused perspective, is deeply committed to nurturing the next generation of talent, strengthening the sector's commercial resilience, and advancing diversity, inclusion, and sustainable growth across the industry.

	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	High level understanding of growth, margin, risk and value-creation. Has experience managing a P&L across mid size organisations. Has been responsible for the NZ market unit, reporting into a global organisation.	<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	Responsible for reporting, governance and presentation to Boards including Lewis Road Creamery, Special, Assignment and client's organisations (Asahi, NZ Story and Tourism NZ). Current Board member of NZ Communications Council.	<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	Storm brings a strategic lens to complex transformation challenges, balancing commercial outcomes with customer impact and a practical perspective.	<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	Storm engages stakeholders with clarity, confidence and credibility, fostering trust and momentum. As a leader of agencies she is able to translate strategy into a compelling narrative that unities stakeholders behind a vision.	<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	Storm is a high energy contributor who is committed to the reinvention and advancement of the marketing industry to drive business growth. She is passionate about its evolution and driving the industry forward and is a proven business leader.	<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?	Storm consistently brings the voice of the customer into senior stakeholder discussions, recognising it as a driver of growth and competitive advantage. She has a strong understanding of digital disruption, AI, data and evolving operating models and plays a pivotal role in the AI reinvention strategies that NZ's largest organisations are embarking on.	

Sally Duncan, Head of Partnerships and New Business, Laithwaites

	Name	Title	Member company	Signature
Candidate nominated	Sally Duncan	Head of Partnerships and New Business	Laithwaites	 I hereby accept this nomination
Proposed by	Juliana Foster	Global PR Manager	New Zealand Winegrowers	 I propose this candidate for Board election
Seconded by	Julie Spedding	Creative Director	Young Shand	 I second this proposal

Candidate biography:

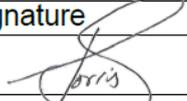
Sally Duncan has over 30 years of experience in commercial strategy, partnerships, marketing, and brand development across the wine, FMCG, and toy sectors. In her current role as Head of New Business & Partnerships for Laithwaites Wine NZ, she leads commercial negotiations, partnership development, and long-term strategic growth initiatives.

She also serves as Chair of Hawke’s Bay Wine, where she has led significant governance work, industry engagement, and strategic planning. In addition, she leads the Brand and Communications Working Group for the global Great Wine Capitals network, shaping international storytelling, brand alignment, and marketing initiatives across 11 member cities.

	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	Throughout her career, Sally has been responsible for managing commercial performance, reviewing organisational budgets, assessing partner ROI, and making investment recommendations. As Chair of Hawke’s Bay Winegrowers, she reviews financial accounts, evaluates operational performance, and works closely with the Executive team to ensure financial sustainability. She is confident in reading financial statements and using financial insights to inform strategic decisions.	<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	Sally has served as Chair of the Hawke’s Bay Wine Board for over six years, after two years as a Board member. In this role, she leads governance discussions, supports a capable Executive team, and ensures the organisation remains focused on strategic direction rather than operational management. Her governance style is collaborative, structured, and strategically focused.	<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>Strategic thinking: being able to make strategic decisions for long-term good</p>	<p>Strategic planning and long-term decision-making are central to Sally's professional career. She leads national partnership strategies, manages multi-year commercial negotiations, and develops pathways for sustainable organisational growth for Laithwaites.</p> <p>She effectively balances data, industry insights, and stakeholder interests to</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>shape strategy that is purposeful, future-oriented, and commercially sound.</p>	
<p>Strong communication skills: particularly the ability to build stakeholder relationships with members, regulators, academics and wider business</p>	<p>Sally's work with Laithwaites and with Hawke's Bay Winegrowers is grounded in relationship building. She regularly engages with senior leaders, regulators, industry bodies, and member communities. Her experience includes presenting at national conferences, facilitating workshops, and negotiating commercial agreements. She communicates with clarity, diplomacy, and commercial confidence, ensuring a constructive and inclusive approach to stakeholder engagement.</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>Sally is fully committed to contributing her energy, governance capability, and experience to the Marketing Association Board. She has the time and dedication required to participate actively in Board meetings, strategic sessions, and sub-committee work. Her past governance roles demonstrate proactive engagement and a consistently high level of involvement.</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>Sally brings a unique combination of commercial insight, industry leadership, and partnership expertise. She has a strong track record in strategic growth, brand development, and navigating complex stakeholder environments. Her leadership style is collaborative and her energy and enthusiasm for all marketing things is infectious.</p> <p>With more than three decades of experience across marketing-driven industries and significant governance leadership, she would bring a thoughtful and constructive voice to the Board. I believe she is an excellent candidate.</p>	

PJ Morris, Head of Customer Experience & Marketing, Fletcher Building (Heavy Building Materials Division)

	Name	Title	Member company	Signature
Candidate nominated	PJ Morris	Head of Customer Experience & Marketing	Fletcher Building Heavy Building Materials Division	 I hereby accept this nomination
Proposed by	Katie Eagles	Product Marketing Manager	Fletcher Building Heavy Building Materials Division	 I propose this candidate for Board election
Seconded by	Ben Goodale	CEO	Quantum Jump	 I second this proposal

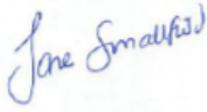
Candidate biography:

PJ is a creative, innovative and insightful marketing professional, with over 20 years of experience across Fletcher Building, Sky TV, Universal Homes and more. Passionate about understanding customer need to drive business outcomes and growth through all aspects of the marketing mix, work she has led has won both Marketing Awards and the Effies, and she was a finalist for Marketer of the Year in 2025. Leading change and taking stakeholders on a journey to deliver results and business growth energises PJ.

PJ heads up Customer Experience & Marketing for Fletcher Building Heavy Building Materials Division, across nine different businesses in the construction industry. This division is responsible for over a quarter of Fletcher Building's revenue, over \$2bn. In 2025 she was invited onto the Exec for the division. Pragmatic and results focused, her greatest strength is in building strong teams and influencing behaviour to create environments where people can grow and excel. Having worked across both B2B and B2C brands in her career, she brings an unique perspective to governance for 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...
Financial fluency: the ability to read and understand a set of financial accounts, and use these to gauge the health of the organisation	PJ is a key member of the division's ELT, playing a pivotal role in ensuring marketing initiatives deliver strong financial outcomes. She brings solid experience in managing P&Ls and interpreting financial statements to support overall business performance. PJ oversees marketing budgets across 9 businesses within Fletcher Building, ensuring disciplined investment and strategic impact.	<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	PJ's board experience is still developing but she brings meaningful governance through her involvement on several governance committees at Fletcher Building and working groups within the Global Cement & Concrete Association. She has also been a long-standing and valued contributor to the MA's Special Interest Groups.	<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	PJ is an experienced strategic marketer who leads marketing insight and strategy across 9 businesses at Fletcher Building. She brings a strong strategic perspective to key business decisions and is a valued member of the ELT, contributing to long-term planning, M&A activity and future growth initiatives.	<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	PJ has led marketing communications across a range of B2B and B2C organisations and is highly skilled in customer engagement. She manages complex stakeholder needs effectively, balancing priorities across nine businesses with distinct leadership teams and operating styles. She also contributes to the sector through guest lecturing at AUT and Auckland Uni, providing industry input into marketing programme development.	<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	PJ has the capacity and drive to contribute meaningfully, coupled with a genuine passion for developing marketing talent in New Zealand and strengthening the pipeline of commercially minded marketers. She consistently demonstrates this commitment through her active involvement with the University of Auckland, AUT and the MA.	<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?	PJ has been an important mentor to me, and her passion for helping other marketers grow is evident in everything she does. She is deeply committed to developing stronger, more commercially minded marketers who can confidently hold a seat at the table. A lifelong learner, she embraces new approaches and leans into progress and change within the industry. PJ builds strong relationships, works collaboratively and brings energy and pace to every environment. She brings genuine passion, drive and a growth mindset to any role.	

Terri van Schooten, CEO, Verve

	Name	Title	Member company	Signature
Candidate nominated	Terri van Schooten	CEO	Verve	 I hereby accept this nomination
Proposed by	Jane Smallfield	Founder	PopUp Marketing	 I propose this candidate for Board election
Seconded by	Jacob Przybylski	Project and Operations Manager	Verve	 I second this proposal

Candidate biography:

Terri van Schooten is Founder and CEO of Verve, an event and experience strategy agency she has led for more than 25 years. Verve works with clients across Aotearoa to design events and engagement programmes that deliver measurable business outcomes.

Her work sits at the intersection of marketing strategy, community building and real-world brand experience, an increasingly important discipline as organisations look to create meaningful human connection in an AI world.

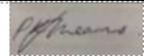
Through her Event Strategy Workshops, Terri supports organisations to align their event portfolios with business and marketing objectives, ensuring investment in live engagement contributes to growth, retention and brand credibility.

Terri brings governance experience as former Chair of the New Zealand Events Association, along with experience working alongside councils and membership-based organisations on long-term engagement strategies.

Based between Wellington and Hawke’s Bay, she is passionate about supporting Marketing Association members beyond the main regional centres and contributing an experiential marketing perspective to the evolving practice of marketing in Aotearoa.

	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	Terri has been the Director of Verve for over 25 years managing the financial health of the organisation navigating challenging times such as the GFC and Covid. She has been the Chair of a national membership organisation taking it from underperforming to establishing a financially sustainable organisation.	Definitely a core strength
Board experience: being on or dealing with Boards / directors; being able to distinguish governance from management	Previous Board member and Chair of the NZ Events Association and Chair of the NZ Netherlands Association.	Definitely a core strength
Strategic thinking: being able to make strategic decisions for long-term good	Terri is a strategist working with clients on their marketing strategy. This skill is highly regarded and transferrable to MA.	Definitely a core strength
Strong communication skills: particularly the ability to build stakeholder relationships with members, regulators, academics and wider business	A born networking and stakeholder manager. Evident in her years working with numerous clients across membership organisation, corporates, government and not-for-profits	Definitely a core strength
Application: having the time and energy to devote to Board responsibilities	As the CEO of her own agency Terri sees this as an opportunity to give back. She has the time and energy to do that around a flexible work schedule.	Definitely a core strength
What other attributes does this candidate have that make him/her a good choice as an MA Board member?	Terri has a passion that few possess and even fewer share so selflessly and widely. She has been a leader in her field for decades and continues to evolve her skills to meet the constantly changing world of strategic events. Her work has a strong B2B base – as well as B2C - and she brings to the table a side of Marketing, that while often overlooked, is now being recognized internationally as a critical component for success in a predominantly online world. Diversity is key to a successful board and Terri brings the experience and a different breadth of marketing execution we need, backed by a true passion for improving how the industry is represented in Aotearoa.	

Stephanie Quantrill, Founder/Director, Cue Marketing

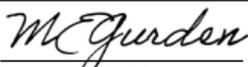
	Name	Title	Member company	Signature
Candidate nominated	Stephanie Quantrill	Founder/Director	Cue Marketing	 I hereby accept this nomination
Proposed by	Ben Van Rooy	Founder/CEO	Human Digital	 I propose this candidate for Board election
Seconded by	Pip Mearns	Senior Marketing Manager	Westpac	 I second this proposal

Candidate biography:

Stephanie is a lifelong professional marketer - since studying Marketing and International Business at AUT, she's built a career working on some well known New Zealand and global brands. She has had a traditional marketing path - Marketing Assistant through to owner of her own Marketing consultancy business. Steph has found her passion in this profession and now spends time giving back to the marketing community via volunteer judging positions, mentoring and via a marketing based podcast. She's worked across many industries - with experience in Retail , Telco, FMCG, Alcohol, QSR and SaaS. This makes her a well rounded applicant with commercial acumen and a depth of experience across all facets of marketing. She has worked for Line 7, Bendon, Telecom - Spark, Goodman Fielder, Reckitt, Lion, Asahi, Hell Pizza, Goodfood Group & Animals Like Us. In her spare time she likes to mountain bike, go snowboarding and travel to warm, sunny climates.

	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	Steph demonstrates strong commercial acumen through both operating her own business and her background in FMCG, where she was responsible for managing P&L's. She is a lead judge for the Marketing category for the 2degrees Business Awards for the Auckland Business Chamber which requires her to analyse how marketing activity has contributed to business outcomes. This involves analysing P&L and Investment strategies to determine future success of the award entrant.	<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	This would be Steph's first official board role. However she has had experience working in volunteer committees working to deliver board initiatives as a parent. She also works very closely with the board members of Hell Pizza, Lentune and Animals Like Us - sitting on the Senior Leadership Team and providing monthly reporting.	<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	Strategic thinking is Steph's core expertise. With senior marketing roles at Lion, Asahi, Goodman Fielder, and Reckitt Benckiser, she brings FMCG strategic discipline to challenger brands. She's built systematic frameworks for market analysis, competitive intelligence, and brand positioning that prioritize long-term strategic value over short-term tactical wins.	<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	Steph demonstrates exceptional communication and relationship-building skills. As host of the "Canned Marketing" podcast, she builds industry profile and engages with marketing leaders. She adapts communication style from practical, jargon-free language with operators to sophisticated strategic frameworks with C-suite stakeholders. She excels at translating complex strategic concepts into actionable insights for diverse audiences.	<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	Steph runs a structured consultancy with systematic processes that enable efficient time management. Her business model specifically includes capacity for non-billable strategic contributions, and she demonstrates consistent follow-through on commitments through her systematic approach to deliverables and relationship management. It is a goal for Steph to develop Board experience and being involved with the Marketing Association would be a very meaningful assignment.	<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?	Steph has both the marketing industry experience - over 20 years building brands across multiple categories but also the passion for improving the marketing profession. Since starting her business, she's dedicated herself to marketing mentorship, judging marketing awards, created a podcast that strives to help mid to senior level marketers and is a very active and passionate advocate for the Marketing Association. Steph believes in the professional development of marketers at all levels and the vision of the MA towards this goal. She's a lifelong learner, and believes in strong and ongoing relationship building. This application is not about personal gain, but contribution to the wider marketing community.	

Santosh Pandey, CEO, Ridiculous Digital

	Name	Title	Member company	Signature
Candidate nominated	Santosh Pandey	CEO	Ridiculous Digital	 I hereby accept this nomination
Proposed by	Sunaina Kaushik	Head of Strategy	Ridiculous Digital	 I propose this candidate for Board election
Seconded by	Mel Gurden	Marketing and Communications Manager	Te Pae Christchurch	 I second this proposal

Candidate biography:

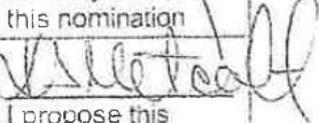
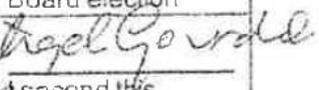
Santosh is the Co-Founder and CEO of Ridiculous Digital, an Ōtautahi based, well-regarded digital strategy and GEO agency specialising in AI strategy, GEO/SEO, and other Paid Digital Advertising and Technical/Data analytics. An aircraft engineer turned digital strategist with 16+ years across New Zealand, India, and USA, he brings technical rigor and strategic vision to the marketing profession.

A sought-after speaker, he represents the South Island marketing community fiercely, known to not mince words. Also a thought leader in the digital and AI space, Santosh has already been part of the MA ecosystem, speaking at DDO 2025 and Marketing South 2025 along with a session at last year's Brainy Breakfast - all to stellar attendee reviews. His work on zero click search, AI visibility, and the dark funnel equips marketers with practical measurement frameworks.

Santosh brings a South Island, SME, and international perspective currently severely underrepresented on the Board, and has experience owning, running, and working with businesses founded across New Zealand, India, and the USA.

	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	Santosh manages client budgets and campaign ROI as agency CEO with a practical understanding of business P&L. The agency's detailed financial management is led by co-founder Sunaina. His strength is connecting financial metrics to strategic direction ensuring everything remains on track both for the agency and its clients.	<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	While Santosh has not yet served on a formal governance board, he has co-founded and led businesses across India, the USA, and NZ, including an aerospace research company and marketing agencies. He brings founder-level strategic governance experience and understands the governance vs management distinction from his CEO role.	<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	Strategic thinking is Santosh's primary domain. Most of his work now within the agency is strategic consulting with enterprise clients. He develops strategic, pioneering frameworks for marketing effectiveness in the AI era. His thought leadership work in the strategy domain and public speaking at national events demonstrate forward-thinking that anticipates industry shifts.	<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	Santosh is a sought-after speaker known for making complex technical concepts engaging and accessible (overwhelming feedback received both in NZ and internationally at his events). He has presented both marketing and technical concepts at multiple events internationally. His LinkedIn thought leadership resonates with NZ marketers and he builds relationships naturally.	<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	As CEO of a boutique agency, that punches well above its weight, Santosh is keen to lift the game for the entire South Island marketing community. He strongly believes that the South Island is under represented at industry bodies and wants to ensure the South Island marketers feel like they are being seen (and heard). He is keen to commit time to making this happen.	<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?	Santosh brings South Island representation, deep AI/digital expertise, SME agency perspective, and international experience across three countries. He is all about accessibility in marketing education and represents tech-forward regional marketers. His direct, call-it-as-he-sees-it style, that resonates well with South Island salt-of-the-earth marketers, brings constructive diversity of thought and a bold, fearless voice to leadership teams.	

Melissa Fergusson, Head of Marketing & Brand Communications, Q Theatre

	Name	Title	Member company	Signature
Candidate nominated	Melissa Fergusson	Head of Marketing & Brand Communications	Q Theatre	 I hereby accept this nomination
Proposed by	Karyn Metcalf	Head of Visitor Experience	Q Theatre	 I propose this candidate for Board election
Seconded by	Angela Gaudin	Group marketing manager	Auckland Live	 I second this proposal

Candidate biography:

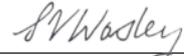
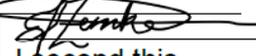
Melissa is a senior marketing, brand and communications leader with more than 20 years' experience across the private, public and NGO sectors, specialising in digital innovation, transformation and stakeholder engagement.

She brings 14 years of governance experience and currently serves as Board Chair of RPE (from 2024). Her governance approach is strategic, inclusive and focused on sustainable impact.

Melissa holds a Master in Technological Futures (MTF) and a Master of Change and Organisational Resilience (MCOR).

	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	Competent - I'm confident in reading financial statements and using them to assess the organisation's financial health for informed decision-making.	<input 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	Definitely - I bring extensive governance experience, having served as a board director for the Ponsonby Business Association from 2016 to 2018, and currently as Board Chair of RPE since 2024. Since 2009, I've also contributed to numerous committees, strengthening my skills in strategic oversight and collaborative leadership.	<input 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	Definitely - I have developed strong strategic thinking skills through years of governance experience, consistently making decisions that balance immediate needs with long-term benefits to ensure sustainable success.	<input 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	Definitely - I have strong communication skills, with a proven ability to build and maintain effective relationships with diverse stakeholders, including members, regulators, academics, and the wider business community. This enables me to foster collaboration and support aligned decision-making.	<input 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	Definitely - I am fully committed to dedicating the necessary time and energy to fulfill all board responsibilities effectively, ensuring I can contribute meaningfully and support the organisation's goals.	<input 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?	Melissa brings over two decades of experience in marketing leadership, with deep expertise in brand strategy, digital transformation and integrated communications. She has led high-performing teams and delivered strategic campaigns that enhance organisational reputation, strengthen stakeholder engagement and support sustainable growth. Her commercially grounded, data-informed approach enables boards to align brand, purpose and performance while navigating change with clarity and impact.	

Dr. Sarah Beck, Head of Communications and Creative, Calibre + Candor

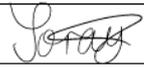
	Name	Title	Member company	Signature
Candidate nominated	Dr Sarah Beck	Head of Communications and Creative	Calibre + Candor	 I hereby accept this nomination
Proposed by	Sheila Worsley	General Manager	Calibre + Candor	 I propose this candidate for Board election
Seconded by	Farnaz Zemke		Individual Membership	 I second this proposal

Candidate biography:

Dr Sarah Beck brings a distinctive blend of academic depth and commercial leadership to her nomination for the Board. With a career spanning academia and industry, Sarah has taught Business and Communications from undergraduate to PhD level across New Zealand and throughout Asia, building a strong grounding in marketing theory, emerging research, and the development of future industry talent. This experience has also given her a global perspective on evolving market dynamics and the changing role of marketing in business and society. She brings proven governance experience, having served a term on the Board of Sir Edmund Hillary’s Himalayan Trust, established in 1960 to support education and healthcare initiatives in Nepal, during which time the Trust stewarded equity of more than \$4.5 million. Currently, Sarah is Head of Creative and Communications at one of New Zealand’s largest independent agencies and serves on its Executive Leadership Team. She leads multidisciplinary teams, while contributing to enterprise-wide strategy and performance. Sarah combines governance capability, strategic marketing expertise, and executive leadership experience, positioning her to contribute meaningfully to the future direction of the Marketing Association and the advancement of New Zealand’s marketing profession.

	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	Sarah is financially literate and confident in interpreting financial statements. In her current Executive Leadership Team role, she contributes to commercial decision-making informed by revenue performance, margin management, forecasting, and investment planning. She is experienced in reviewing profit and loss statements, balance sheets, and performance reports, and using these insights to evaluate organisational health, manage risk, and support sustainable growth.	<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	Sarah brings both direct governance experience and regular exposure to Board-level engagement. She previously served a term on the Board of the Himalayan Trust. In her current role, Sarah regularly engages with the agency's Board. She contributes to strategic discussions, performance reporting, and long-term planning, while operating clearly within a management mandate. This dual perspective enables her to confidently distinguish between governance and operational execution, ensuring appropriate boundaries, accountability, and strategic focus at Board level.	<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	As a member of an Executive Leadership Team, she contributes to enterprise-wide decision-making that balances commercial performance with long-term brand, capability, and reputational growth. Her academic background further strengthens her ability to assess emerging trends, evolving market dynamics, and the future direction of the marketing profession.	<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	Sarah's strongest and most defining capability is her ability to build and sustain meaningful relationships across diverse stakeholder groups drawing on her cross-sector experience spanning academia, governance, and executive leadership. Her career reflects a consistent ability to foster trust, align differing perspectives, and create constructive partnerships that deliver shared outcomes.	<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	This year, Sarah has intentionally reduced her hours in her current executive role to create capacity for governance and industry advisory commitments. This ensures she has the time, focus, and energy to fully meet the responsibilities of Board service and contribute meaningfully to the Marketing Association.	<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>Sarah brings deep expertise in digital and social media, an area that continues to reshape the marketing profession. Her research on social media, examining its psychological, cultural, and commercial impacts has attracted international attention, including interviews with the BBC and the British Psychological Society, reflecting both the originality and relevance of the work.</p> <p>This foundation gives Sarah a long-term perspective on how digital platforms evolve, how audience behaviours shift, and how marketing practice must adapt in response. Combined with her ongoing executive leadership role in a major independent agency, she remains actively engaged with the changing landscape</p>	

Soraya Cottin, Chief Marketing Officer, Whittaker's

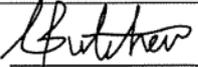
	Name	Title	Member company	Signature
Candidate nominated	Soraya Cottin	Chief Marketing Officer	Whittaker's	 I hereby accept this nomination
Proposed by	Alexandra McElroy	Group Business Director	MBM	 I propose this candidate for Board election
Seconded by	Holly Whittaker	Co-COO	Whittaker's	Holly Whittaker I second this proposal

Candidate biography:

I am a passionate marketing leader with 15+ years of international experience and an uncommon profile in the New Zealand marketing landscape. French by background and raised across South Africa, Paris, and Iran, I bring a global perspective shaped by a career spent largely in advertising and brand-building for major international FMCG and lifestyle brands. I've held senior roles in leading creative agencies such as DDB Paris and TBWA, partnering with iconic brands including McDonald's, Nespresso, Volkswagen, and Royal Canin. These experiences strengthened my ability to build and lead high-performing teams, grounded in passion, collaboration, curiosity, and open-mindedness. For the past three years, I've been living in Wellington and have loved being part of New Zealand's marketing community. Over that same period, I've had the privilege of serving as Chief Marketing Officer at Whittaker's—New Zealand's most trusted and iconic brand—bringing an international lens to brand strategy, global expansion, and creative innovation. I am dedicated to enhancing marketing capability, raising awareness, and amplifying the value of marketing within organisations and the wider industry. In France, I supported this by engaging with business schools and lecturing in marketing, and I continue this commitment in New Zealand by supporting the work the MA is doing to elevate the discipline. Increasing the capability and visibility of marketing teams has been a consistent focus across my roles, and I'm committed to fostering a culture of continuous learning that helps teams stay ahead in an ever-changing landscape.

	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	<ul style="list-style-type: none"> - Extensive financial leadership, consistently managing multi-million-dollar marketing budgets - P&L ownership for product portfolios - Strong cross-functional collaboration with finance 	<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	<ul style="list-style-type: none"> - Member for the SLT at Whittaker's, with monthly presentation and reporting to the Board - Member of the ELT in DDB Paris, with Board 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	<ul style="list-style-type: none"> - Shape long-term brand strategy beyond communications, drawing on years of agency experience guiding brands toward clear positioning, differentiated value, and sustainable growth. - Make strategy simple and focused, distilling complex challenges into clear priorities - Translate strategy into action guiding teams to execute with confidence, alignment, and momentum. 	<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	<ul style="list-style-type: none"> - Build strong relationships across diverse teams and markets, collaborating effectively with senior stakeholders, cross-functional partners and agencies, in different cultural and organisational contexts. - Communicate confidently across languages and cultures - Engage with academics and business schools 	<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	<ul style="list-style-type: none"> - Strong time-management discipline, balancing leadership responsibilities, multi-market priorities, and high-stakes decision-making while maintaining clarity and focus - Create space for commitments beyond day-to-day work, which gives me additional energy, perspective, and motivation 	<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?	<ul style="list-style-type: none"> - Deep passion for marketing and a desire to make meaningful industry impact, with a career dedicated to elevating marketing capability, strengthening the discipline, and championing the role of marketing within organisations and across the wider ecosystem. - A diverse and uncommon perspective, shaped by an international background across South Africa, France, Iran, and now Wellington—bringing cultural breadth, global experience, and regional representation that adds valuable diversity of thought to the Board. - A collaborative, team-oriented leadership style, grounded in curiosity, openness, and shared purpose, with a track record of building strong relationships across teams, markets, and sectors to drive collective progress. 	

Jasmine Currie, Head of Marketing, Farrah's

	Name	Title	Member company	Signature
Candidate nominated	Jasmine Currie	Head of Marketing	Farrah's	Jasmine Currie I hereby accept this nomination
Proposed by	Courtney Butcher	Senior Brand Manager	Natural Pet Food Group	 I propose this candidate for Board election
Seconded by	Abby Irving	Head of Sales	Farrah's	Abby Irving I second this proposal

Candidate biography:

Jasmine Currie is an accomplished FMCG marketing leader with over 15 years' experience driving growth for leading New Zealand brands. She is currently Head of Marketing at Farrah's, where she leads brand strategy, innovation, and a high-performing team as part of the Senior Leadership Team.

Previously, she spent over a decade at Whittaker's, helping the brand become market leader and New Zealand's Most Trusted Brand through major product launches, strategic partnerships and collaborations, and award-winning campaigns.

A finalist for NZ Marketer of the Year, winner of Rookie Marketer of the Year, former Marketing Awards judge, and regular industry speaker, Jasmine is recognised for her communication skills, strategic clarity, creativity, and ability to deliver long-term commercial results. She is also an exceptional leader and believes strongly in supporting the next generation of marketers.

Jasmine holds First Class Honours in Marketing and executive education from Stanford University, and she is a recent graduate from the 2025 Marketing Association AML programme.

	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>Across senior roles at both Whittaker's and Farrah's, Jasmine has been responsible for significant budgets and investment decisions and has contributed to commercial planning as part of her roles on senior leadership teams. She brings strong financial literacy and commercial acumen to her role and can utilise financial information to inform business decisions.</p>	<p><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)</p>
<p>Board experience: being on or dealing with Boards / directors; being able to distinguish governance from management</p>	<p>Working in family businesses, Jasmine has worked very closely with Directors and Founders for over a decade. She contributes to overarching organisational governance and initiatives, while simultaneously building out the long-term marketing strategy for growth.</p>	<p><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)</p>
<p>Strategic thinking: being able to make strategic decisions for long-term good</p>	<p>Jasmine has led breakthrough strategies that have transformed category performance and driven long-term growth at both Whittaker's and Farrah's. She has a proven track record of building brand, driving multi-year category strategies, and major digital transformation. She's taken Whittaker's to market leader in Chocolate and built Farrah's marketing team from scratch to set the business up for long-term growth.</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>Jasmine's communication skills are one of her best assets. She is an exceptional communicator with extensive experience presenting and building relationships with boards, senior leaders, agencies, customers, and academics. She has been a guest speaker at Universities and Conferences, and a brand ambassador in her own right. She builds strong, real relationships and is known internally and externally for her influence and presentation skills.</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>Jasmine has consistently balanced senior leadership responsibilities with her involvement in the wider marketing industry, including lecturing, judging awards, speaking at conferences, and participating in a range of other extra-curricular activities. Her commitment to the marketing industry is long standing - and she has the capacity, discipline, and enthusiasm to contribute meaningfully to the MA Board in 2026.</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>Jasmine brings a rare combination of commercial acumen, creativity, deep FMCG experience, and a whole lot of energy. She has been a significant contributor to NZ's marketing landscape for more than 15 years, helping to shape some of the country's most iconic brands. Her leadership experience spans innovation, digital transformation, brand partnerships, and organisation strategy - to name just a few. She's respected across the industry and has earned multiple awards both individually and as part of a team, and she is passionate about all things marketing. She would bring a thoughtful consumer-first mindset to the board and be an exceptional addition to the Board as they continue to help shape the future of marketing.</p>	

Sarah Geel, Head of Integrated Communications, Anthem

Candidate nominated	Name	Title	Member company	Signature
	Sarah Geel	Head of Integrated Communications	Anthem	 I hereby accept this nomination Date: 2/3/2026
Proposed by	Carolyn Kerr	CEO & Co-Founder	Anthem	 I propose this candidate for Board election Date: 2/3/2026
Seconded by	Laura Cibilich	Founder	RUN Aotearoa	 I second this proposal Date: 2/3/2026

Candidate biography:

Sarah is standing for election for the Marketing Association Board to contribute a reputation and PR lens to the organisation, and help ensure Aotearoa has a confident, future-focused industry body that lifts professional standards, champions ethical influence, and supports marketers navigating rapid change.

Sarah is Head of Integrated Communications at Anthem, leading integrated programmes spanning corporate and marketing communications, digital and social, advertising and paid editorial content. Since joining Anthem in 2015, she's built a career at the intersection of brand, reputation and stakeholder trust - bringing a marketer's lens to corporate issues and a corporate lens to marketing decisions. She leads Anthem's work for Spark, Suntory Oceania, Hind Management (Sudima Hotels), HelloFresh, amongst others in the health and public sectors. Before Anthem, Sarah spent five years at Vodafone New Zealand directing through-the-line sponsorship campaigns for major national assets including the Vodafone Warriors, the Vodafone NZ Music Awards and Vodafone's pioneering influencer programme.

Sarah is proud of work that has delivered tangible outcomes. A good example is the campaign she led for the New Zealand Aged Care Association's lead up to the last election. Sarah engaged Chemistry to assist our work over two years which was integral to securing an allocation of \$40m towards pay parity for aged care nurses in 2022 and two additional tranches of funding worth \$200m over two years. In late 2023 the Coalition Government published a coalition agreement with historic commitments to improving aged care delivery in New Zealand.

The work Sarah has led at Anthem has been recognised with awards such as the PR Week Global Awards (Not for Profit category) - Highly Commended, PR Awards Asia-Pacific 2024 Gold (Public Affairs), NZ Marketing Awards Excellence in Not-For-Profit Marketing Strategy Winner 2024, 2024 PRINZ Awards Silver in Government Relations, all for the Aged Care Association's Domino Effect campaign.

If elected, Sarah will bring deep sponsorship and integrated marketing expertise, strong stakeholder relationship skills, and an ability to join up disciplines to deliver member value. Sarah understands the commitment required and she's ready to invest the energy to contribute meaningfully, listen hard, and help keep the Association relevant to marketers across the country.

	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>Sarah has led major sponsorship and integrated campaigns in environments where commercial trade-offs, investment decisions, performance measures and risk/return thinking are central. She works confidently with budgets, reporting and evaluation frameworks associated with large brand and sector programmes.</p>	<p> Definitely a core strength</p>
<p>Board experience: being on or dealing with Boards / directors; being able to distinguish governance from management</p>	<p>Sarah does not hold any formal Board roles, however she regularly works with Boards and executive teams advising on reputation, stakeholder and integrated marketing contexts. She understands governance vs management, clear decision rights, disciplined reporting, and risk management.</p>	<p> Competent, but not a core strength</p>
<p>Strategic thinking: being able to make strategic decisions for long-term good</p>	<p>Sarah combines strategic judgement with creative problem-solving, shaping integrated strategies that align communications and marketing activity to organisational goals across multiple channels and stakeholder groups.</p>	<p> Definitely a core strength</p>
<p>Strong communication skills: particularly the ability to build stakeholder relationships with members, regulators, academics and wider business</p>	<p>Sarah is a persuasive communicator with strong stakeholder relationship skills. She has published industry thought leadership and presented publicly on sponsorship and campaign strategy and other matters, and is experienced engaging across members, partners, media and wider business communities.</p>	<p> Definitely a core strength</p>
<p>Application: having the time and energy to devote to Board responsibilities</p>	<p>Sarah has sustained leadership across demanding integrated accounts and has confirmed her willingness to commit the time required for Board responsibilities, including meeting preparation and being a visible representative of the Association at events.</p>	<p> Definitely a core strength</p>
<p>What other attributes does this candidate have that make him/her a good choice as an MA Board member?</p>	<p>Sarah brings a rare blend of sponsorship, brand, reputation and integrated communications expertise. She is pragmatic, calm under pressure, and effective at joining up disciplines and people to deliver outcomes. She brings a strong public-interest lens and experience delivering campaigns that drive measurable change.</p>	