



Curriculum Vitae

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Contacts:

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Personal:

Born 7 February 1950

Married to Carol for 39 years, with three adult children. Interests in music, theatre, cycling and travel.

Qualifications:

- Bachelor of Commerce and Administration, Victoria University
- Chartered Accountant. NZICA
- Chartered Director NZIOD

Post Graduate Studies:

Harvard Business School, USA	– 2005 Agricultural Executive Management
Stanford University, USA	– 2003 Executive Management
Macquarie University,	– 2000 Strategic Planning
Aust Purdue University, USA	– 1999 Agricultural Marketing – 1997 Cooperative Executive Management
Berkley University, USA	– 1988 Marketing of Services

Affiliations:

- Fellow, NZ Institute of Chartered Accountants
- Chartered Member, NZ Institute of Directors
- Fellow, NZ Institute of Management

Referees:

Available on request. Personal website: www.newlanddirections.co.nz versions available .pdf

Professional Profile

John Newland is the principal and founding director of Newland Directions Ltd. an advisory practice, based in Hawkes Bay, with a focus on business strategy, change management, corporate culture and productivity.

Newland Directions was established in 2006, and throughout this period, John has been engaged at executive and board levels across a number of organisations in the corporate and public sectors.

Within the business John has led a variety of consulting projects. The scope of his involvement in such projects has built a sound commercial knowledge and experience base. Examples of these assignments include reviewing and redesigning management structures to match future needs, the design and implementation of change management initiatives and working with business owners on growth strategies and processors.

Prior to 2006, John spent 18 years as Chief Executive of Farmlands, a Rural Retail Co-operative, operating from a range of locations throughout the North Island. John attributes his success in growing that business to clear strategies, a strong customer service focus, strong partnerships with stakeholders such as suppliers, a positive internal culture and teamwork.

John's experience and success over these years positions him well to serve in either a consulting capacity or as a Board Director.

Current Directorships:

- BNZ Partners (East Coast) from 2011 - Regional Chairman
- Marist Holdings (Greenmeadows) Ltd, from 1997 – Mission Estate Winery
- Direct Imports Ltd, from 2007 – Board Chairman
- UBuy Ltd, from 2010 - Advisory Board
- Swazi apparel Ltd, from 2013 - Advisory Board Chairman
- Oil Imports Ltd, from 2014
- Hawke's Bay Insurance, from 2014

Community Service:

- Patron, Theatre Hawke's Bay Inc from 2004
- Chairman, Hawke's Bay Power Consumers' Trust from 2008

Past Directorships:

- United Contracting Ltd 1997 – 2002
- New Zealand Wool Testing Authority Ltd 1995 – 2001
- Port of Napier Ltd 2002 – 2008
- C-Dax Systems Ltd 2006 – 2009
- Optical Holdings Ltd 2008 - 2010
- Health Hawke's Bay Ltd 2010 - 2014

Key Skills

Leadership

Strong and visible leadership style; successful motivator and supporter of others; charismatic approach; strong manager of people; ability to make and act on hard decisions; strong believer in "personal power" and unwavering resolve, as required

Vision & Strategy

Strong visionary and strategic thinking skills; ability to create "buy in" to share the objectives and goals and driver of performance towards plan

Transformation Management

Experience in transforming divisions and organisations; creating a totally new culture within a business or organisation; providing mentor support for leaders and others, and challenger of the status quo

Team Player

Inclusive approach to developing the plan; ability to lift the expectations and confidence of individuals; building enduring partnerships with key stakeholders (customers and suppliers)

Commercial Acumen

Strong financial, analytical and general business management skills; strong project management skills; ability to apply experience in a wide range of business environments

Communications

Strong verbal and written communication skills and significant experience in public speaking

Personal

Mature; loyal; strong personal value system; entrepreneurial and competitive

Commercial Experience:

Newland Directions Ltd provides advisory services to corporates, organisations and entrepreneurs, in their own businesses. Areas of focus are often strategic plan development, change management, corporate and product branding, culture and productivity. This business was established in 2006 and is based in Havelock North, Hawkes Bay.

Farmlands 1988 – 2006 Hastings

Chief Executive with responsibility for repositioning the farmer owned cooperative from an unprofitable "back street" farm supply business, to the leading "main street" rural retailer, with international recognition.

Key issues in the development of Farmlands during this time were; clear positioning and branding, effective strategic alliances with suppliers, development of a customer service culture and strong focus on the people aspects for the business.

Key Achievements

A weak Balance Sheet was transformed and funds for growth generated within the business during competitively challenging periods.

The unprofitable business was transformed into a profitable enterprise with a record of year on year growth.

Annual sales increased from \$M62 to \$M350.

The 16 company stores were relocated into new premises and another sixteen added to the chain, creating full coverage of the North Island.

Membership of the cooperative increased from 7,000 to 22,000.

Strategic partnerships were forged with suppliers. These were based on the sharing of vision to mutual benefit and ultimately led to competitive advantage for both parties.

A vision for growth and market leadership was effectively shared with staff. The clarification of goals and development of both skills and confidence, within company personnel resulted in the business transforming to a position of market leadership.

The "PremierPETZ" store within a store concept was devised, developed and successfully implemented within the chain. This broke industry paradigms, expanded the customer base and lifted operating margins.

Effective communications with all stakeholders resulted in the positive repositioning of the business and capitalising on the value of this with customers, suppliers and company personnel.

Lion Nathan 1973 – 1988 Hastings

Brewery Manager – 3 years

Facilitated the restructure of the business as it changed from being a small national (Leopard) brewery to one of seven regional breweries. For the last two years, concurrently held the Head Office role of National Dispensing Systems Manager with the responsibility of standardising systems and reducing costs, without impacting on customer service.

Commercial Manager – 2 years

Organised a group of hotel and tavern Bottle Stores into a branded retail chain and coordinated promotions enabling them to compete effectively with wholesale merchants. Credit control. Personnel development. Export promotions in United States. Event management.

Distribution Manager – 2 years

Responsibility for reorganising the distribution operation to reduce cost without compromising customer satisfaction.

Sales Manager – 3 years

Managing a team of five Territory Managers and four Dispensing System Engineers for maximum sales and customer service. Liaison with major customers. Marketing Assistant – 2 years: Liaising with Marketing Agencies in relation to product labeling, packaging and promotions. Coordinating sales promotions and events.

Hotel Coordinator – 2 years

Operational responsibility for the chain of hotels and taverns. Preparing feasibility studies for new developments and appearing before the Licensing Commission to defend objections to license applications.

Assistant Accountant – 1 year: Preparing monthly Financial Reports for subsidiary companies either operating or leasing hotels and taverns.

Shell Oil (NZ) Ltd 1970 – 1973 Wellington

Internal Auditor – 2 years: One in a team of three auditors continually monitoring and checking the company systems and information flows.

Management Accountant – 1 year: Responsibility for Industry Fuel Oil Pool Accounts, while completing studies, part time.