

CURRICULUM VITAE

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Objective:

My primary objective is to add significant value to any enterprise with which I'm involved across all of financial, economic, cultural, environmental and social spectra.

Profile:

A Chartered Member of the Institute of Directors of NZ, (CMIInstD) and a Fellow of the New Zealand Institute of Management, (FNZIM), I am also a graduate of the Executive Development Programme - Stanford University, CA, USA.

Key competencies:

- strategic planning
- governance,
- leadership
- marketing,
- communications,
- organisational structure, culture, development and performance
- business and economic development

Descriptions of me suggest I am innovative, adaptive and strategic in my approach. I am a lateral yet methodical thinker and leader with an ability to help create effective, high-performance teams. Years of commercial and not-for-profit experience at both executive and governance levels have helped me develop motivated teams at Board and Executive level which surpass expected results on most occasions.

Experience:

Experience and skills I can offer have been developed through governance and executive level, commercial and not-for-profit activities and relationships. These have been developed throughout New Zealand and also in several South Pacific Islands, Australia, parts of Asia and the Western USA.

As a Chief Executive, director and advisor, my commercial and governance experience spans 30 years in sectors as diverse as;

- Forestry (establishment, silviculture, harvesting and marketing),
- Media (radio, magazines and newspapers),
- Iwi commercial development,
- Ski field and related operations (Mt Ruapehu, NZ).
- Commercial accommodation (Holiday Park)
- Manufacturing (Light fittings, wire products)
- Public Health (strategic planning & business development),
- Transport (Coaches, rental cars and passenger ferries),
- Retail (liquor, delicatessen and sports goods),
- Quality assessment,

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- Property development (Main Street retail re-development, Multi-story new retail and offices)
- Import and distribution (Print products and electronic componentry)

Non-commercial experience has been equally diverse covering; regional and local economic development, international and national business association leadership, sports groups, community support groups and development programmes for young executives. I am a mentor for Business Mentors NZ and the NZ Institute of Management.

I am married with 3 adult children. Private (and family) interests include skiing, fishing, boating, hiking, hunting and mountain biking. I am a non-smoker and in good health.

Two life memberships for outstanding long-term industry contributions have been awarded to me.

References are available on request



John Sandford 4 October 2014

Governance and Executive commercial experience includes;

- *Executive Chairman and Managing Director*, Hahei Holidays Ltd a privately owned business trading as Hahei Holiday Resort at Hahei Beach on New Zealand's Coromandel Peninsula;
- *Advisory Board member*, Wireless Nation Ltd, a privately owned ISP operating from Takapuna, Auckland, New Zealand.
- *Chairman and non-executive Director, Governing Director, Chief Executive and Publisher*, Jasons Travel Media Limited, Auckland, a public company that was listed on the New Zealand Stock Exchange's Alternative Market. Jasons operates across the South Pacific Islands, Australia and New Zealand. The company was fully involved in all aspects of the publishing and communications cycle including sales, collection and design of material, print and digital platform management, publication warehousing and distribution networks, supply chain management for over 1,000 3rd party clients and overall channel management;
- *Managing Director*, Jasons Travel Media Pty Ltd, Brisbane, Australia, the Australian operating subsidiary of Jasons Travel Media Ltd.;
- *Advisory Board member* for NZ Post Ltd to Localist Ltd., a new NZ Post activity developing business communication and marketing media;
- *Chairman and Independent Director*, Fero Ltd., a privately owned company offering integrated electronic & wire technology, component supply & production solutions for manufacturers;
- *Trustee and Board Member* of Enterprise North Shore, North Shore City's economic and business skills development unit;

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- *Executive Chairman and Director*, Rodney Forests Limited, Auckland, a public, unlisted, forestry company;
- *Director*, Tourism Enterprises Ltd., Auckland, a private company that owned and operated Ace Rental Cars with some 2,000 cars in New Zealand and Australia;
- *Director*, Kiwi Kats Ltd., Auckland, trading as 360 Discovery Cruises, which operated 4 large, 200+/- passenger cruise boats on the Waitemata Harbour and Hauraki Gulf;
- *Director*, Ruapehu Alpine Lifts Ltd., Whakapapa, a public, unlisted, company with over 4,500 shareholders operating major infrastructure developments and retail, rental, transport, emergency medical, café and restaurant business units on Mt Ruapehu;
- *Director*, Manawatu Radio Co Ltd. Palmerston North (which became XS Corporation Ltd.), a regional radio company listed on the New Zealand Stock Exchange;
- *Director*, Qualmark NZ Limited, Auckland, operating quality assessment standards for tourism businesses;
- *Director, Chairman and/or Trustee* of various other private companies and trusts.

Not-for-profit experience includes;

- *Board Member and Trustee*, Enterprise North Shore Trust, an organisation set up by the then North Shore City Council to foster and encourage economic development in the city.
- *Board Member and Trustee*, Destination Coromandel (*Chairman Oct 2011 to Oct 2013*), an organisation set up by the Thames Coromandel and Hauraki District Councils to develop tourism across the two districts under the tourism marketing brand, *The Coromandel*.
- *Board Member*, New Zealand Institute of Management (NZIM), New Zealand's membership-based management development organisation;
- *Trustee*, Harbour Access Trust, a Takapuna, Auckland based community trust charged with the development of foreshore facilities on Auckland's North Shore;
- *Board member* (representing New Zealand Trade & Enterprise), Te Kahui Tupua, a Major Regional Initiative - Tourism, for the Rangitikei, Ruapehu and Wanganui Districts;
- *Board member and Chairman*, New Zealand Institute of Management Northern;
- *Director & Deputy Chairman* of the New Zealand Tourism Industry Association, (TIANZ), Wellington;
- *Board Member and Chairman of the Marketing Committee* Pacific Asia Travel Assn International, (PATA) Bangkok, Thailand;
- *Chairman of the Board*, Pacific Asia Travel Assn International, (PATA) Bangkok, Thailand;
- *Trustee*, PATA Foundation, San Francisco, USA;
- *Board Member* (for the Minister of Tourism), Keep New Zealand Beautiful Society, Auckland;
- *Board member*, marketing committee, New Zealand Forest Owners' Assn, Wellington;
- *President*, New Zealand Business Press Assn., Auckland
- *Director, Chairman and/or Trustee* various smaller community and/or not-for profit enterprises