**Advisory Board Profile (for registration on Advisory Board NZ website)**

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| **Name:** | Tracy McElroy-Rivett |
| **Email Address:** | Tracy.mcelroy@crowehorwath.co.nz |
| **Preferred contact no.** | +64 03 343 5063 |
| **Postal Address** | 63 Mandeville St, Riccarton, Christchurch 9011 |
| **Location** | 63 Mandeville St, Riccarton, Christchurch 9011 |
| **Professional Profile** | Tracy has over 25 years experience as a business advisor and coach, and has supported a wide variety of businesses across many industries, to help them achieve their goals and overcome business challenges. Tracy is an expert in strategic planning and project delivery. She specialises in helping clients turn numbers into strategy, problem resolution and business results.Originally qualifying as a technology graduate and working for Fonterra in international product and business development, Tracy has since added qualifications in business, psychology, finance and economics. These academic foundations have helped her work with clients across the hospitality, tourism, construction and export sectors and she has started up, and operated businesses in several of these sectors. On an advisory board, Tracy has a particular skillset in discerning the root cause of issues, then structuring projects, organisations and supporting technologies to resolve those issues and rise to higher levels of performance. She is also experienced in grooming businesses for sale.Tracy also manages several national relationships on behalf of Crowe Horwath, has co-authored national industry economic and market insight reports, publishes a business advisory column in a national publication and delivers seminars and webinars to industry groups. |
| Roles | Advisory Board Member, Director, Business Owner |
| Organisations | Private Companies, Start Ups, Trust, Community Organisations, Listed Company, Charity, Community Groups |
| Key skills | Strategy, Succession, Performance Management, Financial Analysis, Benchmarking, Governance, Collaboration, Problem Solving. |
| Industry experience  | Franchising, Distribution, Manufacturing, Property, Science, Sports, Research, Logistics |

**Current Employment**

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| Current Company | Crowe Horwath (NZ) Limited (Northern) |
| Current Position | Consultant |
| Time in this position | 5 years |

**Contact information**

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| Website 1 | [www.crowehorwath.co.nz](http://www.crowehorwath.co.nz) |
| Website 2 |  |
| Skype ID |  |
| LinkedIn |  |

**Qualifications and Education**

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| Facility | Massey University |
| Qualifications gained 1 | Bachelor of Biotechnology (Hons) |
| Facility 2 | Open University UK |
| Qualifications gained 2 | Professional Diploma in Management |
| Facility 3 | Open Polytechnic NZ |
| Qualifications gained 3 | Diploma in Psychology |
| Facility 4 | Canterbury University |
| Qualifications gained 4 | Certificate in Proficiency Finance and Economics |