**Margaret Fitzgerald**

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**Governance Statement**

Well functioning and capable Boards enable organisations to achieve at the highest level. This belief comes from the various CEO, Managing director roles I have held reporting to Boards. In Governance roles I bring to the table strategic thinking greatly enhanced by diversity. My strong functional background in Marketing, Communications and Business development has been strategically enriched by working in a range of diverse organisations both for profit and non - profit, within New Zealand and Internationally. I have international networks and most recently within the Middle East. I am an energetic positive person with a quick agile mind.

**Governance Experience**

**Navyblue International (Board Member) Feb 2009 – Nov 2011**

**Navyblue Oman – Managing Director Jan 2009 – Nov 2011**

$12m turnover. Branding and Communications Company employing 65 people in Scotland, England, South Africa and Oman. Recognised as one of the top 5 Branding and Communications companies, in the United Kingdom. Won multiple awards and in 2010 won best design agency in the UK.

**SMEI International (NZ, Wgtn. Board Member) Jan 1993 – Jan 1998**

SMEI the global sales and marketing professional association involved in vocational education for Sales and Business development.  Member of 5 person Board that developed strategies to grow Sales education and development over six years.

**Board Strengths**

**Industry Experience**

* Service industries with a focus on Brand Marketing and Communications in both New Zealand and Internationally
* Supply Chain Management with a focus on Product identification and tracking
* Manufacturing with a specific focus on Business Development

**Functional Skills**

* Brand Marketing, Communications and Market positioning
* Business Development and Customer relationship management
* New Product and service development and strategies

**Governance Capability**

* Deep understanding of Market Behaviour
* Proven ability to develop successful Business Strategies
* Ability to sensitively Challenge and question proposed initiatives.

**Executive Experience**

**Baitnaa Ltd Jan 2012 – Present**

**Business Factory – Partner**

**The Bowel and Liver Trust – General Manager (part time)**

Work in an advisory capacity for small to medium businesses developing and facilitating, Brand, Communication and growth strategies, along with market repositioning to manage changing market conditions

**Managing Director NavyBlue Oman Ltd Feb 2009 – Dec 2011**

Worked with the International Board of Navyblue to develop strategies to establish the company in the Middle East. As Managing Director in Oman generated revenues of $2.4 million and developed organisational capability.

**General Manager Royal N.Z Plunket Society July 2004 – Dec 2006**

Identified a major strategic error and worked alongside The Board and in particular the Board Chair to Develop and implement successful strategies to re establish Plunketline under Corporate control. Developed Strategies to develop corporate partnerships to diversify revenue streams.

**Chief Executive GS1 New Zealand March 2000 – Dec 2004**

Developed Strategies to reinvigorate the organisation whilst managing the politics /interests of a Stakeholder Board of Manufacturers and Retailers.

Inspired the International community to re-think their approach to their stakeholders in a regulatory environment

**Various roles**

On attaining my first Market and Sales Management role in 1987 I determined that I wanted to lead an organisation and that the best experience for that would be to work in a variety of industries, to learn from different sectors and apply that knowledge in new environments. I have worked successfully in, Education, Publishing, Service industries, Manufacturing, Non-profit, Membership and partnership organisations

**Professional Development & Qualifications**

**Boardworks International**

* Two Day Managing your Board course 2001

**Massey University**

* Master Busness Administration 1998 – 2000

**Victoria University**

* Diploma in Corporate Management 1992 – 1994

**REFEREES**

Willing to supply on request