**Advisory Board Profile – Michelle Turfrey**

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| **Name:** | Michelle Turfrey |
| **Email Address:** | Michelle.turfrey@crowehorwath.co.nz |
| **Preferred contact no.** | +64 6 858 5577 |
| **Postal Address** | P O Box 481, Waipukurau, 4200 |
| **Location** | Hawke’s Bay |
| **Professional Profile** | Michelle has been a chartered accountant since 1989 and joined Crowe Horwath in 2005. She is a Principal and Team Leader for the Waipukurau office. Michelle also has commercial experience which gives her an understanding of the challenges, opportunities and frustrations faced by business owners today.  Michelle has developed a reputation for improving businesses in a variety of industries through strategic planning, developing measurable KPI’s and ensuring the right systems are in place to enable maximum efficiencies.  She is passionate about seeing local businesses grow and works with a wide range of industries including manufacturing, construction, hospitality and professional services. |
| Roles | Michelle has been both a Chartered Accountant in public practice as well as a commercial accountant holding Financial Controller roles in industry. |
| Organisations | Michelle has worked for businesses who have gone through managerial change and restructures as well as those who have experienced rapid growth. |
| Key skills | Strategy, Governance, Reporting and KPI’s, Financial Management, Planning and Business Succession |
| Industry experience | Professional Services, Construction, Education, Medical, Manufacturing, Agricultural Support |

**Current Employment**

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| Current Company | Crowe Horwath (Hawke’s Bay) |
| Current Position | Principal |
| Time in this position |  |

**Contact information**

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| Website 1 | [www.crowehorwath.co.nz](http://www.crowehorwath.co.nz) |
| LinkedIn | <https://nz.linkedin.com/in/michelleturfrey> |

**Qualifications and Education**

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| Facility | Massey University |
| Qualifications gained 1 | Bachelor of Business Studies |
| Facility 2 | ICANZ |
| Qualifications gained 2 | Chartered Accountant |