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

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| **Name:** | Martin Richardson |
| **Email Address:** | Martin.richardson@crowehorwath.co.nz |
| **Preferred contact no.** | +64 09 968 5640 |
| **Postal Address** | PO Box 158, Shortland Street, Auckland 1140 |
| **Location** | Level 29, 188 Quay Street, Auckland 1040 |
| **Professional Profile** | Martin has over 25 years experience as a Chartered Accountant and has supported a wide variety of businesses across many industries, to help them achieve their goals and overcome business challenges.  Martin is an expert in strategic planning and delivery. He proactively guides clients through a process to help them identify and achieve their overall strategic direction, goals and action plans. Martin then supports the business-owner to implement those plans and monitor performance utilising a range of specialised financial analytical tools, combined with hard-won business sense.  Martin has a particular interest in the franchise industry and is experienced at governance at individual business level and group level, He also has many years experience working with clients in property, distribution, manufacturing and professional services, This means he has first hand experience of the differences between high and low-performing businesses and therefore the key stages, pitfalls and opportunities within these sectors.  Originally qualified as a science graduate Martin uses a scientific approach to methodically apply out of the box approaches to everyday issues.  Martin has established long term working relationships with many clients and is motivated to get clients to be the best they can be. |
| 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, Mediation, Collaboration, Problem Solving. |
| Industry experience | Franchising, Distribution, Manufacturing, Property, Advertising, Fashion, Science, Sports, Pharmacy, Medical, Research, Logistics |

**Current Employment**

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| Current Company | Crowe Horwath (NZ) Limited (Northern) |
| Current Position | Principal |
| Time in this position | 22 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 | Auckland University |
| Qualifications gained 1 | Bachelor of Science |
| Facility 2 | Auckland University |
| Qualifications gained 2 | Bachelor of Commerce |
| Facility 3 |  |
| Qualifications gained 3 |  |