



SARA TARA

*Ko Hikurangi te maunga
Ko Taumarere te awa
Ko Ngāti Hine te iwi
Ko Miria te marae
Ko Hineamaru te tupuna
Ko Sara tōku ingoa.*

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 Tāmaki Makaurau

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EDUCATION

Te Wānanga o Aotearoa

2020 - 2023

NZ Certificate in Tikanga

Mātauranga Māori Levels 3 & 4

Auckland University of Technology

2008 - 2010

Masters in Professional Business Studies (Marketing)

2006 - 2007

Graduate Certificate of Sales Management

2002 - 2004

Bachelor of Business (Marketing and Advertising)

PROFILE

An enthusiastic and energetic professional with almost two decades of experience in relationship/sales management and partnership roles, I find genuine joy in overcoming any challenges, and in forging and maintaining long standing relationships - my commitment to which has been the cornerstone of my career journey. A strong collaborator and communicator, I enjoy regularly informing, and working closely, with a large variety of stakeholders.

CAREER OVERVIEW

HEAD OF PARTNERSHIPS

Whakaata Māori (formerly known as Māori Television)

April 2022 - June 2023 (Fixed Term)

- Developed a comprehensive partnership matrix for the business, mapping out key partnerships to prioritise and cultivate in alignment with the organisation's overall vision, while discerning partnerships that were not conducive to overall business strategy.
- Led the sponsorship and donation project stream for a high profile fundraising concert organised by Whakaata Māori in partnership with Whānau Ora; strategically managed and coordinated sponsors/donors to ensure the success of the event which generated funds for victims of Cyclone Gabrielle.
- Identified commercial opportunities as additional revenue streams, including bespoke video content for clients and exploring further use of our Kōrero Panel database.
- Co-developed industry pathways alongside our people and capability team, both to encourage rangatahi into the media sector and to develop and upskill existing kaimahi.

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PROFESSIONAL DEVELOPMENT

Brightstar Training

November 2022

Contract Law for Non-Lawyers

Institute of Management (IMNZ)

August 2022

Certificate in Elevate Leadership

Institute of Management (IMNZ)

August 2022

Certificate in Project Management

Institute of Management (IMNZ)

June 2022

Certificate in Finance

SKILLS

Excellent communication skills

Relationship/partnership management

Proactive and forward thinking

Analytical

Tenacious, results/goal-oriented

Leadership experience

Strategic planning

Practical, quick thinker, able to handle high pressure environments

Project management

Negotiation

WORK EXPERIENCE CONT...

NATIONAL ACCOUNT MANAGER (ALL OF GOVERNMENT)

Avis Budget Group

2019 - 2022

- Client relationship lead for Avis NZ's largest corporate customer, the multi-million dollar government contract; with major clients including the likes of MBIE, NZDF, Oranga Tamariki, Kainga Ora, Ministry of Education, to name just a few.
- Managed the complaints register for hundreds of AoG clients as part of our SLA, and thoroughly reported and analysed all key data monthly/quarterly to MBIE.
- Highlight of 2021/2022 was being key lead of the NZ Project management team that worked alongside the Australian SLT in order to mass introduce the EV product to market.

MARKETING MANAGER (AUSTRALIA & NEW ZEALAND)

Avis Budget Group

2017 - 2019

- Oversaw the creation and sharing of internal communications across the commercial function for New Zealand, and also led the comms plan for all external stakeholders across the Covid period.
- Supported our airline partners (Air NZ and Qantas) by designing tactical campaigns with airline loyalty and marketing teams here in New Zealand and in Australia.
- Fostered relationships with our PR, media, and creative agencies in NZ, Australia and the UK to develop our strategic and creative campaigns across Australasia.
- Headed the Avis and Supercars partnership, and Budget and Sydney Roosters partnership.
- Led the marketing team remotely from here in New Zealand.

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REFERENCES

Available upon request

WORK EXPERIENCE CONT...

ACCOUNT MANAGER

Avis Budget Group

2005 - 2017

- In my first 12 years with the Group I grew through 8 different account management / business development roles. Overseeing thousands of customers across my tenure, I managed the travel industry initially, then moved on to SME, large corporate and government clients.

VOLUNTEERING EXPERIENCE

- I'm an active member of my iwi community, serving on the [Te Ahuareka o Ngāti Hine Festival 2023](#) fundraising and sponsorship komiti.
- Currently a member of the manaaki and putea sub-komiti's for our [Miria Marae](#) in the Bay of Islands.
- In 2022/2023 I briefly sat in as the interim secretariat for [Ngā Toki Whakaruruanga](#). Born out of the Wai 2522 claim, it is a Māori collective brought together to protect Māori interests in the international trade space by ensuring Te Tiriti o Waitangi is honoured.
- 2007- 2009, a rostered weekend volunteer in the in-patient unit at the Totara Hospice in South Auckland.