**LOUISE YARRALL**

**PROFESSIONAL PROFILE**

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| I am an energetic and warm senior business leader with experience in New Zealand, the Cook Islands, the UK, Europe and North America working for private energy and technology companies and central government. I have particularly strong skills in fostering high performing teams, building relationships, reputation and media management, and strategic thinking to solve business challenges. My governance experience includes sitting on senior leadership teams governing agency risks, reporting, budget and human resources. I also have extensive experience as Chair and committee member of various charities and community groups, spanning education, sport and religion. I am experienced at overseeing the process for charities becoming incorporated, adopting constitutions, and at ensuring committees have clear objectives and deliverables.Specifically, my governance experience includes:* Being a member of central government Senior Leadership Teams, reporting to the CEO or Deputy Chief Executive, governing organisations and functional areas, and supporting Boards and Government Ministers
* Budget management in Central Government and private originations, ensuring budgets are secured and spent following due process, with appropriate and accurate reporting
* Managing risks and crises, including tactical delivery of high profile events in New Zealand like aspects of the Government’s response to the 2019 Christchurch terror attacks
* Holding the role of Chair on various school and community groups, ensuring committees deliver on their founding documents where appropriate, running meetings with agendas, proper meeting process, minutes, and operational delivery
* Sitting on committees as a member, delivering fundraising and community initiatives
* Creating and updating constitutions to ensure compliance with Incorporated Societies Act requirements

At an operational level, I am a PR expert with particular expertise in technology, electricity/gas, start ups, marketing, media, and government communications.**PERSONAL PROFILE**I am temporarily living in the Cook Islands with my family, supporting our children and delivering work for local clients and remote clients through von Yarrall Consulting Ltd.Living here since January 2023 has given me an understanding and appreciation for Pacific culture and challenges – and exposure to new challenges for our family of being temporary residents of an island nation. I am an active sportswoman and sports supporter, with particular knowledge of football, netball, and triathlon disciplines, while also enjoying supporting my children through athletics, gymnastics, and sailing. I have a background in performing arts, having achieved at high levels at clarinet and speech and drama in New Zealand, and singing internationally.**PROFESSIONAL SUMMARY****Director, von Yarrall Consulting Ltd, August 2021 – Present** |
| Responsibilities include creating and delivering communications and engagement strategies and tactics; advising CEOs, Boards, Ministers and Diplomats on communications approaches and how to navigate challenges; and building and developing teams and individuals to achieve their potential.Clients in New Zealand include the Ministry for Women, Social Development Agency, Worksafe, the Electricity Authority, and Upper Hutt City Council. Clients in the Cook Islands include Te Aponga Uira (electricity company) and the Australian High Commissioner. **Acting General Manager, Department of Internal Affairs, August 2020 – July 2021** |
| Led a group of 26 talented communications professionals responsible for protecting and promoting [DIA](http://www.dia.govt.nz)’s reputation, internally and externally, as a high performing organisation and a great place to work. * Provided strategic leadership and advice to the Chief Executive and Executive Leadership Team (ELT), identifying reputational risks and strategies to address them.
* One of the three General Managers responsible for developing the Department’s new business strategy, overseeing the communications and engagement approach.
* Responsible for driving communications to illustrate DIA as a Great Place to Work, featuring stories of our frontline staff through internal and external channels.
* Secured internal capital funding for a new intranet platform, overseeing business case development and successfully pitching it for funding, and chairing the project governance board.
* Managed issues relating to privacy breaches and reputation in media and with stakeholders.
* Created positive working relationships with press secretaries in Ministerial offices, ensuring a strategic, planned, and collegial work programme.
* Led the group to deliver high profile campaigns including the viral [Keep it Real Online](https://www.keepitrealonline.govt.nz/) campaign.
* Fostered a high-trust environment within the Communications group to deliver as a proactive, strategic, high performing team.
* Managed group finances, recruitment, performance, business planning and reporting.

**Corporate Communications Manager, DIA, October 2018 – August 2020** |
| *Built and developed a team of specialists to plan, proactively deliver and monitor integrated communications strategies to tell DIA’s story.** Built a corporate communications team with clear roles and responsibilities to meet business objectives, including recruitment and performance management.
* Created and delivered an external communications strategy to protect and promote DIA’s reputation, and to maximise DIA news – seeing DIA named as a ‘mover and shaker’ by Colmar Brunton’s Trust Index 2020.
* Managed journalists from New Zealand and abroad, staff of visiting dignitaries and internal stakeholders during high profile visits and events, including the [2018](https://www.newstalkzb.co.nz/photos/national/best-photos-from-prince-harry-and-meghan-markles-nz-tour/?photo=4) and [2019](https://www.dia.govt.nz/press.nsf/d77da9b523f12931cc256ac5000d19b6/0d18640bcbdf4eeecc2584b700111149%21OpenDocument) Royal Tours, and the 2019 visit by the [UN Secretary General](https://news.un.org/en/story/2019/05/1038361). This involved leading a team of media managers, identifying media opportunities and risks, and managing media at events to ensure they achieved their objectives, while the objectives of each visit secured media coverage.
* Led communications aspects of DIA’s crisis management response to the Christchurch terrorist attacks, including heading up media and communications for the [national commemorations](https://www.dia.govt.nz/National-Remembrance-Service-announced-for-the-victims-of-the-Christchurch-mosques-terrorist-attack) in Christchurch, negotiating rights with national and international media, and managing on-the-ground delivery and a team of media managers.
* Led communications for DIA’s response to COVID-19 and its impact on our 2,700 staff and customers.
* Seconded to head of communications for [Tuia 250](https://mch.govt.nz/tuia250) programme to head communications for five weeks, creating an integrated marketing and communications strategy; approving marketing collateral; overseeing media outreach; and creating a reporting structure with permanent resources recruited and on-boarded.

**Various Public Relations roles, Centrica, United Kingdom and global, May 2013 – September 2017** |
| * Created and executed a global product and corporate communications plan and crisis comms plan to manage reputation, support commercial objectives, and assist business development.
* Managed business, news, investor and technology journalist relations, balancing a desire for positive coverage within the constraints of regulation and shareholder concerns.
* Handled executive profiling in media and at events including pitching and writing speeches.
* Acted as spokesperson with media including managing out of hours activity.
* Managed PR agencies with total spend of £2m annually to meet KPIs and value for money.

**Roles prior to 2013*** Corporate Communications Executive, Ricoh Europe, UK
* Communications Manager, e-skills UK, July 2008-July 2010
* Communications Advisor, Ministry of Transport, NZ, 2007-2008
* Policy Advisor, Ministry of Transport, NZ, 2006-2007
* Executive Assistant Communications, to Hon Phil Goff, Minister of Foreign Affairs and Trade, and Minister of Justice, NZ, 2003-2006
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| **EDUCATION*** 2003 Bachelor of Laws, Victoria University, Wellington New Zealand
* 2002 Bachelor of Arts (Politics), Victoria University, Wellington New Zealand
* 2021 Applied Coordinated Incident Management (CIMS4) training
* 2021 Te Reo Māori – Introductory 1, Wellington High School
* 2021 Graduated from DIA’s Te Hunga Kōhuri Leadership Programme
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| **VOLUNTARY WORK AND HOBBIES** |
| * Committee member, PTA, Apii Nikao (Nikao school), Rarotonga Cook Islands, 2024-present.
* Chair, St Benedict’s School Khandallah PTA, 2021-2023. Updated the constitution to ensure it met Incorporated Societies Act requirements, oversaw raising of funds to support the school.
* Committee member and social media manager, Ngaio Toy Library, 2019-2021.
* Committee member, St Francis of Assisi Ohariu Parish, New Website Project, 2019-2020.
* Chair, Ngaio/Khandallah Plunket Committee, 2018.
* Various roles including Chair and Secretary, St Mary’s Old Girls’ Netball Club, 2003-2007. Achievements included the club’s establishment as an incorporated society and securing of a naming sponsor for the club.
* Singer/songwriter, Watermelon Onesie (two-person band), 2023-present.
* Mentor, Victoria University of Wellington Alumni as Mentors programme, 2023-present.
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