

# AVIETTE MUSIN

## RELEVANT EXPERIENCE

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### Wānaka Wastebusters

A community enterprise leading the way to Zero Waste.

Leadership Coach and Consultant, Apr 2021 – Nov 2021

- Led and facilitated the strategic and business planning processes ensuring integration with the budget and strategic workforce plan.
- Coached a member of the leadership team to support succession planning.

### Natural Health Products New Zealand

A national industry organisation representing the natural products, functional foods, complementary medicines, cosmeceuticals, and nutraceuticals industries.

Director of the Board, Apr 2019 - Mar 2021

Responsible for effective governance of the organisation.

- Contributed to organisational strategy, effective engagement with government and decision making during the Covid-19 pandemic.

### HealthPost, New Zealand

New Zealand's leading online retailer of natural health, beauty, and eco-living products, operating from Golden Bay and Auckland. A privately held business with 100 employees, selling 5,000 products to customers globally.

Interim CEO, Jan 2020 – Mar 2021

Enabling the Managing Director to take extended leave, I led HealthPost's strategic transformation, reporting to the Board, leading the Executive and Operations Leadership teams and guiding the collaborative efforts of my 11 direct reports to:

- Drive strategic change to technology, operations, the customer, and supplier experience.
- Improve environmental and social sustainability through Zero Carbon and Living Wage certifications.
- Develop a culture of continuous improvement and innovation.
- Grow customer NPS to 87 and profitability to 132% vs. budget and 322% vs. prior year.

COO, Jan 2019 – Dec 2019

Responsible for optimising organisational performance and managing 6 direct reports I:



## PASSION

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*Enabling individuals and organisations to achieve their full potential.*

## STRENGTHS

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- Visionary: Energises others by creating a vision of a better future and striving to achieve it.
- Strategic: Sees possibilities where others see complexity, ambiguity, uncertainty, and risk. Turns possibilities into reality.
- Creative: High initiative and ambition to create practical and innovative solutions.
- Communication: Brings ideas to life. Piques people's interest and inspires them to act.
- Engaging: Networker who enjoys making meaningful connections.

## EDUCATION

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- International Coaching Community (ICC) Coach Training, 2021, NZ
- Company Directors Course, 2015 Institute of Directors, NZ
- Negotiation Dynamics Programme, 2015, INSEAD, France
- Certified Emotional Intelligence Coach, 2015, GENOS, Australia
- Certified Innovation Coach, 2015, Inventium, Australia
- PRINCE2 Practitioner, 2011, UK
- MSc in Health Economics, 2002, City University, UK
- BPharm and PostDip Clinical Pharmacy, Otago Uni, NZ

## EXPERIENCE CONTINUED

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- Developed a robust strategy, business plan and budget, ensuring alignment between the Board and Management team.
- Oversaw the website replatform and led development of HealthPost's technology roadmap.
- Improved operational effectiveness and efficiency delivering \$500k savings.
- Reported to the Board and provided leadership as a member of the Executive team.

### **GO Healthy, New Zealand**

New Zealand's leading natural health supplement brand with sites in Auckland and Wellington. Privately held company with over 300 employees.

#### Project Manager, May 2018 – Dec 2018

Responsible for leading a geographically dispersed team to deliver a large and complex manufacturing contract on time and to budget.

### **AbbVie, New Zealand**

American pharmaceutical company, launched in 2013. Publicly listed with over 48,000 employees globally.

#### Business Unit Manager, Hepatitis C, May 2016 - Apr 2018

Led a team of 4 direct and 2 indirect reports and accountable for the P&L of the Hepatitis C business unit.

- Executed a world class collaborative event, which galvanised commitment for Aotearoa New Zealand's National Action Plan for Hepatitis C.
- Launched AbbVie's breakthrough cure, Viekira Pak was 2017's highest value pharma product, propelling AbbVie to highest value pharma company.

#### Head of Market Access & External Affairs, Oct 2014 – May 2016

Responsible for raising political awareness of unmet health needs and securing funding from PHARMAC I:

- Secured 50% of new funding by negotiating an innovative commercial deal with PHARMAC
- Enabled sales to exceed target seven-fold and over 6,000 kiwis to access lifesaving treatment.

## INTERESTS

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- Leadership & Governance
- Holistic Health & Wellbeing
- Skiing, Diving, Mountain Biking
- Travel, Food & Architecture

## VOLUNTEERING

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- Alpine Club of NZ
- Adaptive Snow Sports NZ

## RECOMMENDATIONS

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*Aviette is currently supporting the leadership team at Wastebusters with our strategic and business planning. Aviette's facilitation and frameworks have moved us forward in leaps and bounds.... She asks thoughtful questions, is a wonderful listener...is creative and insightful....*

Tony Pfeiffer, GM, Wānaka Wastebusters

*Aviette ... combines a real strategic perspective with first class project management and excellent interpersonal skills. She brings terrific energy, enthusiasm, and passion to anything she commits herself too. No challenge is too great (indeed, the greater the better!)....*

Mark Dickinson, managed me at GSK.

*... I whole-heartedly recommend Aviette. She has a very diverse range of skills... Above all, it is Aviette's 'can do' attitude that contributes such a lot... Her inputs are always positive, constructive and benefit the overall quality of the work. She works in a way that also brings out the very best in those who work with her...*

Mark Hodierne, managed me at Consulting Strategies Ltd