

Elisabeth Reid



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An aspiring director with extensive experience in technology, sales and marketing, and people and culture. I bring a curious mind and look to add value through questioning, disrupting existing thought patterns and challenging the status quo.

Currently I am a Trustee of Claddagh Haven Trust - providing support to people with an intellectual disability to live a full life in the community.

In addition to my professional experience, I hold an MBA (with Distinction) from the University of Canterbury, am a mentor for SMEs across New Zealand as part of Business Mentors New Zealand, and a facilitator for the Ministry of Awesome.

Key Skills

- **Sales** – I have led international sales teams to success, including new product launches. I implemented of new sales methodologies, processes, systems. This including moving from a transactional approach to one where the team focussed on adding value and helping customers to be successful in their own field.
- **Commercial acumen** – as Regional Manager for MYOB IMS Payroll I was responsible for all financial aspects of the business. This included payroll, facilities, and sales. During my tenure we implemented new IT systems to provide better service and efficiencies, this increased our customer and employee satisfaction while reducing operational costs.
- **Strategy development** – leading the NZ Payroll Strategy for MYOB required me to both lead the development of the strategy, where we wanted to take the business; and design the programme to deliver this strategy.
- **Technology** – my experience covers a wide range of technology systems including systems such as ServiceNow, Salesforce, Hubspot and Apptivo. I have selected, implemented, and trained different technologies including IVR phone systems and operational effectiveness tools. My approach to technology is that when implemented and trained properly it should be a tool that makes it easier for employees, customers, and organisations.

Governance Experience

Claddagh Haven Trust

June 2021 - current

Claddagh Haven is a residential care provider for people with intellectual disabilities. My contribution to the board is to provide a commercial perspective, technology insights, and governance rigor.

Professional Experience *(last 10 years)*

Independent Consulting Foodstuffs South Island, Ravensdown, Ellesmere Sustainable Agriculture	January 2021 - current
The Langley Institute - Diploma in Positive Psychology & Wellbeing - Student	October 2021 – October 2022
MYOB - Enterprise Sales Manager - Client Management Lead - Regional Manager – MYOB IMS Payroll (General Manager role) - Client Services Manager – Practice Solutions	May 2014 – September 2021
University of Canterbury - Master of Business Administration (with Distinction) Student	February 2013 – May 2014

Community Roles

Business Mentors New Zealand – Mentor

Mentoring small businesses across New Zealand on a voluntary basis. My areas of expertise include sales operations - helping businesses to scale and enabling business owners to focus on their goals.

Ministry of Awesome – Lab5 Facilitator

The Ministry of Awesome is a Christchurch based NFP that supports New Zealand's start up and innovation community. Lab5 is an immersive course that teaches design thinking to secondary school students so they can develop business solutions for community specific problems.

SheEo – Activator

Provide funding and support to women founded business.
