

# Gabrielle Pritchard

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## GOVERNANCE STATEMENT

With an extensive background in international marketing and customer experience design across diverse industries I can add deep expertise and a broad perspective to the board. I am committed to growing New Zealand businesses through best practice governance with strong networks across New Zealand and Australia. I bring clarity, lateral thinking, and a customer-centric mindset to the table, with a focus on improving the value exchange for customers and the company.

I am seeking my first board appointment.

## BOARD STRENGTHS

### Industry/Sector

- Financial services/fintech: national banks, online share trading and agri-lending
- Information technology: cloud provider and Software-as-a-Service export businesses
- Sport, Media and entertainment: sports organisations and sponsorship, film promotion and paid media advertising through agency experience
- Travel and tourism: airlines and loyalty programs
- Government and not-for-profit/social enterprise: health, environment and energy

### Functional Skills

- International marketing experience: NZ, Australia, U.K. and North America
- P&L and general management
- Business simplification and operational efficiencies
- New product development and product marketing
- Strategic partnership negotiation and relationship management
- Research and customer/market insight

### Governance Attributes

- Natural collaborator, networker and relationship builder
- Lateral thinker, pragmatic problem solver
- Human-centred systems thinker

## EXECUTIVE EXPERIENCE

### Fractional CMO | Self employed

2023- present

Providing Chief Marketing Officer strategic support on part time or project basis. Examples include: leading an offshoring professional services company's brand refresh and repositioning for the CEO, while upskilling their in-house marketing team, market research and communications strategy for an investment business working within a te ao Māori values framework.

### General Manager Marketing & Customer Success | Figured

2021-2023

Figured is a SaaS business with head office in Auckland, operating in Aotearoa NZ, Australia, U.K. and North America, providing financial management software to the ag sector with revenue of >\$10m ARR with +70 staff globally. Reporting to the CEO, I built the global marketing team from the ground up, and then took on a re-build and cultural reset of the Customer Success team, with a total of 15 reports. I led a review of the internal tools and marketing technology stack, building marketing automation programs per market, and launched a new Learning Management System (LMS) for self serve customer education. I also shaped the development of sub-brand Figured Lending, an alternative for farmers under-served by main banks.

### General Manager | Gemba

2019-2020

Responsible for the New Zealand division of global consultancy and research agency, reporting to global CEO, with regular reporting to the board on NZ market. With a focus on sports and entertainment, clients included national sports teams, regional government agencies, arts and music organisations, and their sponsor brands. Examples of work: fan segmentation for NZ Rugby; marketing strategy for Special Olympics, sponsor effectiveness research for ASB bank, and future content & venue strategy for WellingtonNZ.

### Head of Brand & Engagement | Vodafone NZ

2016-2018

Reporting to the Head of Consumer, I was responsible for the Brand, Loyalty and Sponsorship teams, agency partner management and the marketing team's annual budget <\$40m. In this role I improved the effectiveness of the marketing budget through a range of initiatives including introducing an in-house studio model and performance component to agency and partner contracts. I also restructured, renamed and relaunched the loyalty program ('Vodafone Rewards') including negotiating with a range of commercial partners, redesigning the customer experience with a new app, and helped lift brand consideration to a new three year high.

### Various other roles

Previous roles included Group Account Director roles in advertising agencies such as M&C Saatchi and BMF advertising in Sydney (clients included Qantas, Optus, Bell Direct, and

Commonwealth Bank), and then a shift client side, marketing for Telstra, and various marketing contract/consultant roles including partner marketing for Xero, film promotion for 20th Century Fox and GoodSense Marketing.

## QUALIFICATIONS

MacQuarie Business School, Sydney — *Masters of Management* 2013

Victoria University of Wellington — *Bachelor of Arts* 1999

## PROFESSIONAL MEMBERSHIPS

Celebrants Association of New Zealand

Governance NZ

## PROFESSIONAL DEVELOPMENT

IOD: *Strategy, Financial and Governance Essentials* 2019

Marketing Association: *Certificate in Sustainable Marketing* 2019

(with ongoing focus on ESG & governance)

Te Wananga o Aotearoa: *te reo Māori - He Pī Ka Pao (Level 1 & 2)* 2022

## AWARDS

Various advertising effectiveness awards including from Cannes, NZ Marketing Awards, ADMA, AD&D for work on BNZ, Bell Direct, Commbank, Telstra and Vodafone NZ.