

## Governance CV

### Personal Details:

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### Governance statement:

“I’m an independent Director offering experience in marketing, communications and commercial disciplines across public and private sectors in Aotearoa New Zealand.

My professional style is purpose led, collaborative and focused on providing governance to underpin organisations with long-term sustainable strategic growth. I am also a practising Leadership Coach and support team’s professional development and high performance, working with mid and large size organisations. How Board and Management cooperate and work together effectively is a passion of mine”.

### Key skills and experience:

PR & Communications, Stakeholder Engagement	Content Curation and Storytelling
Event Management and Marketing	Coaching & Mentoring
Digital, Market research, Analytics,	Commercial Partnerships and Business Development
Brand and Campaign Marketing	Strategic Planning & Implementation, Business Planning

### Governance experience:

**Whānau Mārama: New Zealand International Film Festival Trust**

**2016 – 2022**

#### **A Board of seven including a Chair.**

Whānau Mārama: NZIFF is a national annual festival established in 1996. It engages with global arts and culture by providing access to a diverse range of high-quality films with over 250,000 tickets sold per year pre pandemic.

The Board was significantly involved in pandemic contingency planning and NZIFF was one of the first Film Festivals internationally to deliver a physical and digital hybrid event in 2021.

Governance projects also included providing support to the management team during 2019 Festivals when the long standing Festival Director retired suddenly due to illness. I was also on a number of subcommittees including audience engagement, non-ticketed revenue, recruitment and stakeholder engagement.

**New Zealand Comedy Trust & International Comedy Festival** **2018 -2022**

**A Board of nine including a Chair and Deputy Chair.**

The New Zealand Comedy Trust is a not-for-profit charitable organisation. Since 1995, it has highlighted comedians at the annual NZ International Comedy Festival. The Trust also works to support the wider local comedy industry, by supporting comedians to professionally develop their skills and networks off shore.

The Board was involved in pandemic contingency planning throughout 2020 – 2021 with management. Other significant governance projects included working with management to develop a 3-5 year strategic plan that separated the Trust and Festival.

Subcommittees included developing a long-term incremental revenue programme, professional development of staff and recruitment of new Board members.

**Executive Experience:**

**Ministry Foreign Affairs & Trade** **Public Diplomacy Group Manager** **2020 – Current**

A stakeholder communications role that leverages Aotearoa New Zealand’s “soft power” assets to positively position Brand NZ off shore. Soft power assets include NZ’s global reputation in Arts & Culture, Sport, Education, Business, Science, Technology and Mātauranga Māori. The role collaborates with NZ Embassies and other NZ Inc. Agency partners by providing funding and centralised services in best practice marketing to target multiple communication channels and platforms for international audiences.

**Ministry Foreign Affairs & Trade** **APEC Group Sponsorship Manager** **2019 – 2020**

The Asia-Pacific Economic Cooperation (APEC) is an annually run inter-governmental policy forum promoting Global Free Trade. Due to COVID – 19, the twelve month forum pivoted 20,000 delegates, world leaders, international corporates, partners and media to a series of mainly virtual events. The role designed and lead a corporate sponsorship programme including the sales and marketing strategy, research, brand and creative design. It also involved integrating sponsorship plans into the wider APEC 2021 programme that included operations, foreign policy, marketing, and communications.

**SKYCITY Entertainment Group** **Group Partnerships, Fixed term** **2018 – 2019**

Reported to the Chief Innovation Officer, this role instigated and delivered commercial partnerships to drive revenue and visitation across digital, customer and loyalty based initiatives in New Zealand and Australia.

**Ellerslie Racecourse & Event Centre** **GM Sales & Marketing** **2015 - 2017**

Reported to the CEO, sat on the SLT and managed a small team. The racecourse held 20 race days and 1,000+ events with over 250,000 customers annually. The role’s remit was to deliver revenue through Race day and Event Centre visitation, and to reinvigorate the brand with a digital refresh. Sales revenue target \$9.9 million.

**Eden Park Trust Stadium** **GM Sales & Marketing** **2013 – 2015**

Reported to the CEO, sat on the SLT and managed a small team. The role was responsible for commercial, brand, customer experience, membership, communications and community relations. Large scale events hosted on site included two NRL Auckland Nines, All Black Tests and Cricket World Cup 2015. Delivered an annual sales revenue target of \$7.4 million.

<b>SKYCITY Entertainment Group</b>	<b>Head of Strategic Initiatives</b>	<b>2010 – 2013</b>
Managed a marketing budget of \$4.5 million for a sponsorship programme, major events and annual calendar of entertainment plus special commercial projects. Reported to the GM Marketing and managed a team of 30.		
<b>EMI Music Ltd, New Zealand</b>	<b>Head of Digital Sales</b>	<b>2009- 2010</b>
<b>New Zealand Post</b>	<b>Senior Account Director</b>	<b>2008 - 2009</b>
<b>Self- employed, UK</b>	<b>Marketing Consultant and Coach</b>	<b>2006 -2008</b>
<b>EMI Music Ltd, UK</b>	<b>Director, Commercial Markets</b>	<b>1996 - 2006</b>

**Education and Qualifications:**

Te Reo Lessons, Level One, Ministry Foreign Affairs & Trade	2021
New Zealand Institute of Coaching, Coaching for Transformation	2020
Crown Māori Relations: Course, Victoria University	2019
Cert. of Digital Marketing, Honours, New Zealand Marketing Association	2013
Cert. of Direct Marketing, Honours, New Zealand Marketing Association	2008
Coaching Development, United Kingdom	2008
Creative Writing Course, London School of Journalism, UK	2008
M.A Hons, History Glasgow University, Scotland	1992

**Professional Memberships & Associations:**

International Coaching Federation (ICF) Member since 2020
Creative New Zealand Funding Assessor since 2021
New Zealand Marketing Association Judge since 2012
New Zealand Institute of Director member (MinstD) since 2023
New Zealand Major Events Association (NZME) Volunteer mentor since 2020

**References available upon request**