

LAURA HEDLEY

RESUME

PERSONAL

Ethnicity

NZ European, Maori

Iwi

Ngāti Porou

EDUCATION

Bachelor of Commerce

Marketing Management

Otago University

2008

GOVERNANCE

Snow Sports New Zealand

Board Member

2020 - present

Ignite Wānaka Chamber

Board Member

2022 - present

PROFESSIONAL MEMBERSHIPS

Appoint Better Boards Sport NZ

Women in Sports Governance

Institute of Directors

Associate Member

Human Resources Institute NZ

Member

EXPERIENCE

GENERAL MANAGER

CARDRONA & TREBLE CONE EXPERIENCES

Cardrona Alpine Resort | Treble Cone | 2021 - Present

- Leadership and strategic direction of the overall delivery of the experiences at Cardrona Alpine Resort and Treble Cone

HEAD OF PEOPLE AND PERFORMANCE

Cardrona Alpine Resort | Treble Cone | 2016 - 2021

- Leadership in maintaining the culture & direction of the people experience on both resorts.
- Developing the workforce & guest experience strategy
- Providing leadership in the development of the health, safety & wellbeing strategy.
- Developing training initiatives & leading the workforce in line with the vision and values of the company

PEOPLE AND PERFORMANCE ADVISOR

Cardrona Alpine Resort | Treble Cone | 2014 - 2016

LAURA HEDLEY

RESUME

COMMITTEE REPRESENTATION

Immigration NZ/Business NZ Operational Reference Group
SAANZ/Tourism Industry
Aotearoa representative

Ski Areas Association NZ (SAANZ)
Workforce Committee

SKILLS

PROFESSIONAL

Strategy & Planning
General Management
Human Resources
Health & Safety
Compliance & Risk
Governance
Leadership
Operational Management

EXPERIENCE

RETAIL MANAGER/AREA MANAGEMENT

Quiksilver NZ | 2011 - 2014

EVENTS COORDINATOR

Cardrona Alpine Resort | 2009 - 2013 (seasonal)

VENUE MANAGER

Burton NZ Open | 2013 - 2014 (seasonal)

SNOWBOARD EVENTS MANAGER

100% Pure New Zealand Winter Games | 2011

SKI INSTRUCTOR

Cardrona Alpine Resort, NZ | Heavenly Valley Ski Resort, Lake Tahoe | 2005 - 2008 (seasonal)

REFEREES

AVAILABLE ON REQUEST