

SMEI Auckland Board 2004

Tony Bozzard - Tony is a founder shareholder and Account Director of Atlantis Marketing, recently New Zealand's second fastest growing company and a Deloitte's Top 500 Company. Prior to Atlantis, Tony spent seven years consulting with Statistics New Zealand in database marketing. He spent five years on the Northern Committee of the NZ Direct Marketing Association, has been a Business in the Community Mentor and Past Member of the NZ Market Research Society.

Garth Burleigh - Garth is Sales Manager, Hanimex Fuji (NZ). He has over 30 years' experience in the photographic industry, the last 15 in Sales Management. Garth's been a member of the Advisory Group for the School of Art and Design at AUT and has a strong interest in working with SMEI to further develop sales professionals.

Dave Clark (Vice President) - Dave is the Principal of Dave Clark Associates. He has a well-recognised career in New Zealand with over 20 years in the design industry, and has made significant contributions to graphic design, design education and to DINZ (the NZ Designer's professional body). Dave has worked on many of the country's leading brands, in both the corporate and FMCG arena, and has a great interest in general Marketing and Branding issues.

Alastair Emerson - Alastair has been involved in HR and sales/marketing management as a manager, trainer and consultant for over 30 years. For the past four years, he's lectured at Unitec's School of Management and Entrepreneurship and was behind the development, design and subsequent launch of NZ's first academically recognised Sales and Sales Management Degree qualification. As well as lecturing in this and other programmes, Alastair has research responsibility in sales and sales management.

Richard Gee (President) - Richard is one of NZ's top sales trainers and conference speakers. He's developed many successful strategies for clients through his marketing consultancy and his articles appear on websites and in business media publications. Richard's also the author of three business books - *Practical Marketing in NZ*, *NZ Sales Management - A Practical Approach*, and *Marketing and the Law*. He has served on the SMEI Board for many years, most recently from 1999-2003 and as Vice President in 2002 and 2003.

David Glover, MA Hons (Cantab) - David became Managing Director and co-owner of sales training company David Forman in February 2002. He is an entrepreneur with over 20 years' experience in international advertising agency management and marketing communications, and has worked with major corporations and their brands in London, Sydney, Jakarta, and for the last seven years in Auckland. David has served on the Executive of the Communications Agencies Association, been Chairman of the Axis Awards, and a judge of the Effies.

Adrian Law (Vice President) - Adrian has 25 years' sales and marketing experience and is a highly motivated and focused achiever, committed to success. As Senior Business Manager, Trends Publishing International, Adrian provides campaign solutions for clients on a regional and global scale and has worked extensively in North America. He's keen to maintain professionalism in sales and marketing and encourage professional development and the healthy exchange of ideas. Adrian has been a director of SMEI since 2001 and Vice President in 2003.

Anthea McQuoid - Anthea is marketing manager for Teknatool International, a manufacturing exporter with major markets in the USA, UK, Australia, Europe and the Asia/Pacific region. Working in a small/medium-sized company with a global reach, Anthea is adept at fast, flexible and innovative multi-channel marketing solutions. She holds a degree in marketing and has worked in the UK, USA and Australia. Anthea looks forward to working with SMEI to provide excellent resources for marketing and sales professionals to network and learn about the latest developments and trends.

Julie Samson - Julie is the Success Strategist and Relationship Builder at innov8 limited – the company dedicated to helping people lead lives of significance both at home and at work. Over the last 10 years, Julie's designed and presented programmes for organisations to discover the innov8v potential that exists inside every company. She's made a difference in corporate New Zealand: major law firms in Auckland and Wellington, and Trust Bank before its merger with Westpac. A professional speaker, Julie is also on the Board of the National Speakers Association of NZ.

Stephan Spencer - Stephan is Managing Director of Netconcepts, a web design agency with offices in the USA, Auckland, and Christchurch. Netconcepts built the SMEI Auckland website and continues to host it free of charge. Stephan's a columnist for Unlimited magazine, has written for NZ Marketing and NZ Management magazines, and speaks frequently at internet conferences around the world. He's been a director of SMEI since 2000.