

Kate KEMBER

SECTION 5

UNDERSTANDING OF APICULTURE & WIDER SECTOR	<p>Kate is the General Manager Marketing for Manuka Health New Zealand. As the head of marketing and communications for one of the largest Manuka honey businesses in New Zealand, Kate has a strong understanding of the breadth of the apiculture industry; from beekeeping practices, to processing and manufacturing, to the global export, business-to-business and business-to-consumer facets. Kate's remit includes the communications management of apiculture-related issues across the end-to-end supply chain as well as the positive-positioning and marketing of the industry, Manuka Health brand and vast product range to a broad group of stakeholders – industry, business, B2B distributors and customers, and consumers around the world.</p>
BUSINESS & COMMERCIAL ACUMEN	<p>Kate has a strong agribusiness and commercial background having spent over 10 years at Fonterra in a variety of marketing roles across B2B, B2C and Corporate divisions of the dairy giant. In Kate's last role at Fonterra before joining Manuka Health, Kate was responsible for the development of brand for the global foodservice division of Fonterra, repositioning the business from a product to service business. This was the first time that the \$1.5bn business held its own brand.</p> <p>Sitting on the Executive Team at Manuka Health New Zealand, Kate has a strong grasp on the commercial performance of the business and what levers can be developed to support and drive growth from a consumer and portfolio management perspective. Kate is a passionate and focused performer, and a powerful "change agent". Over her career she has delivered many brand transformations and powerful programmes of change. Kate drives to build deep customer relationships, build culture and drive performance whilst holding the customer and consumer at the heart.</p>
GOVERNANCE	<p>Over Kate's career she has been part of many leadership groups and management teams. At Manuka Health Kate is a key member of the Manuka Health Executive Team.</p>
FINANCIAL & LEGAL COMPLIANCE	<p>Kate has solid experience with P&L management, legal compliance particularly in trade mark law as well as international regulatory compliance across food, medical and cosmetic classes.</p>
EDUCATION QUALIFICATIONS	<p>Kate completed a Bachelor of Business and Science at the University of Auckland, majoring in Marketing and Psychology.</p>
PROFESSIONAL MEMBERSHIP	<p>Not applicable</p>