



JO COUGHLAN

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New Zealand

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MANAGING DIRECTOR

Jo has over 30 years senior experience in communications, public relations and governance roles. Jo is married with six children aged 17 - 28 years.

AWARDS

IABC Gold Quill Awards for Excellence | 2019

IABC Gold Quill Awards for Merit | 2019

NZCTA China Business Awards Finalist | 2019

ASB Exporter of the Year Finalist | 2018

Westpac Women of Influence (Board and Management; Community and Not for Profit) Finalist | 2015

Her Business Awards (Best New Business) Finalist | 2009

EDUCATION

Post Graduate Diploma in Public Relations | 1991
Massey University

Bachelor of Science (Biochemistry) | 1988
Otago University

GOVERNANCE EXPERIENCE

Silvereye Ltd

Managing Director and Owner | 2007 - Present
www.silvereye.co.nz

Helping people connect to, engage with and influence the people that matter to their business.

Full service Public Relations and Government Relations Company providing services to a wide range of public and private sector clients from around NZ and offshore. Innovative business model to tap into talent who seek to balance work and family life.

Dairy NZ

Independent Director | Oct 2018 - Present

DairyNZ invests dairy farmers' money into a wide range of programmes – including industry research and development, promoting careers in dairying and advocating for farmers within central and regional government.

NZ Amateur Sports Association

Foundation Member | Feb 2017 - Present

New Zealand Chinese Language Week

Co-Founder and Chair | Sept 2014 - Present

New Zealand Chinese Language Week seeks to bridge the cultural and linguistic knowledge gap between China and New Zealand by delivering fun and practical initiatives that assist Kiwis to learn Chinese. It is the first initiative of its kind in the western world.

NZ China OBOR ThinkTank Foundation

Co-Chair | Mar 2017 - Dec 2017

Established to better understand and promote investment and cooperation between NZ and China under the Chinese Belt and Road Strategy being promoted by President Xi.

Wellington City Council

Councillor, Chairperson (Economic Growth and Arts Committee), Economic Portfolio Leader | 2007 - 2016

In addition to the above Chair roles, was also a member of many committees including Strategy and Policy, Governance and Finance, CEO Performance Review, Financial Sustainability Review, Transport and Urban Development, Community Sport and Recreation, Environment, Development Contributions and Council Controlled Performance Sub-Committee (CCOPS) – with special monitoring oversight for Wellington International Airport Ltd; Wellington Regional Economic Development Agency; Capacity Infrastructure Services Ltd; Basin Reserve Trust Zealandia (Karori Sanctuary Trust); Positively Wellington Tourism (including Remuneration committee); Wellington Zoo Trust; Wellington Museums Trust; Wellington Stadium Trust.

Considered to be constructive around the table; known for wanting to “Crack on” and get things done and according to the Mayor “relentlessly positive”.

SKILLS AND ATTRIBUTES

- Over 25 years governance experience (incl. start-ups, nonprofits, NGOs and commercial entities)
- Decision maker on large scale infrastructure projects (managing a budget in excess of \$450 million)
- Over 15 years Chairing experience
- Performance monitoring (incl. monitoring \$4 billion assets and \$450 million income of WCC)
- Business strategy development and implementation experience
- Senior commercial management experience
- Occupational health and safety management
- Understanding diversity - successfully implemented workplace diversity programmes at NZAS
- Communications strategy, messaging, planning and delivery
- 25 year career based on crisis, risk and reputation management
- Public speaking and listening - undertook over 40 mayoral debates in 2016 Wellington Mayoral campaign in which I was an independent candidate for Mayor
- Government relations - understand how 'Wellington works' at local, central and international levels
- Extensive stakeholder relations and engagement experience at domestic and international level
- Excellent networks and connections at senior levels in business, government and community across New Zealand
- International experience - involved in Bougainville peace process, APEC meetings, Commonwealth Secretary General bid, high level meetings with Presidents, Prime Ministers & international delegations including the 2013 PM delegation to China.

Agribusiness New Zealand

Director and Owner | 2014 - Present

Start-up involved in exporting, farm and supply chain systems, investment. Export revenues of around \$30 million. Key markets China, Kazakhstan, Russia, Middle East and Africa.

New Zealand Council for Sustainability

Secretary-General | 2014 - 2016

With Chinese partners, established the NZ Council for Sustainability to promote dialogue around sustainable development in agriculture and enhance mutual understanding of opportunities for two-way investment flow between China and New Zealand. Amongst other things this involved signing an agreement with Chinese company witnessed by the New Zealand Prime Minister Rt Hon John Key and the Chinese President Xi. A regular visitor to China, I have developed excellent relationships both here and in China with the Chinese community.

Life Education Trust New Zealand

Deputy-Chairperson | 2008 - 2016

Charitable Trust providing health education to 250,000 children nationwide annually through 40 regional trusts, involving over 50 mobile class rooms, 45 teachers and hundreds of volunteers. Funded entirely without government funds.

Life Education Trust Wellington City

Chairperson 2007 - 2016 | Trustee 2001 - 2007

Delivering health based education to 5000 children. Raised over \$1.5 million in funding.

Positively Wellington Tourism

Director | 2007 - 2013

A Council Controlled Organisation (CCO) responsible for marketing the coolest little capital in the world as a destination. NZ's most successful Regional Tourism Organisation. In the past decade, PWT has overseen a growth of 49.7% in domestic commercial guest nights and visitors now spend over \$1.6 billion in the Wellington region per year - over \$3100 per minute.

Carter Observatory

Trustee | 2007 - 2010

Wadestown Community Crèche

Chairperson | 2000 - 2004

In addition to membership of kindergarten committees.

CAREER SUMMERY TIMELINE

Managing Director and Owner

Silvereye | 2007 - Present

Director and Owner

Agribusiness New Zealand | 2014 - Present

Wellington City Councillor

Wellington City Council | 2007 - 2016

Director and Owner

Coughlan Communications | 2000 - 2007

PR and Communications Agency servicing Corporates, Government Agencies, Industry Associations, Government, SMEs.

Press Secretary

Rt Hon Sir Don McKinnon, Deputy Prime Minister; Minister Foreign Affairs and Trade; Minister for Pacific Island Affairs | 1996 - 1999

Number two in Cabinet. Architect of Bougainville Peace Process and Commonwealth Secretary General. International media experience through involvement in: Bougainville Peace Process; NZ peace keeping role in East Timor; campaign for Commonwealth Secretary General; Asia Pacific Economic Cooperation meetings and Commonwealth Heads of Government meetings; NZ response to Princess Diana's death and other international events.

Corporate Communications Executive

AMP | 1996

160 years old, one of New Zealand's most enduring financial services brands. Provided communications support and advice to business units and the Chief Executive.

National Public Relations Manager

Ergo Personal Financial Services Ltd | 1994 - 1996

Owned by AMP Limited, New Zealand's first financial services company to offer home loans over the phone. Member Senior Management Team reporting to CEO. Involved in overall business, finance, strategy and direction as well as all communications, reputation and brand management. Eight direct reports. The first telephone banking company.

Communications Manager

National Bank of New Zealand | 1992 - 1994

Strategic Communications advisor to all business units (internal agency model); Publications Editor producing monthly 40 page magazine; two direct reports; large projects included strategic communications for National Bank buy out of Rural Bank and nationwide launch of telephone banking and new group computer system.

Project Manager

New Zealand Tourism Awards | 1991 - 1992

New Zealand Tourism Board. Government Agency promoting NZ to the rest of the world. Project managed all facets of large scale event and awards ceremony.

Graduate Personnel

New Zealand Aluminium Smelters Limited | 1988 - 1991

Then owned by Comalco and Sumitomo. 1300 staff and New Zealand's 5th biggest exporter.

- Implemented occupational safety and health, employment recruitment and industrial relations programmes.
- First-hand experience of the importance of Safety and Health in the workplace. Responsible for undertaking landmark \$1 million research project resulting in new protective clothing for smelter employees.
- Presented and published research findings at ASTM international symposium "Performance of Protective Clothing: Challenges for Developing Protective Clothing for the 1990s," Montreal Canada.
- Revised graduate recruitment programme to recruit more women and led project to introduce women to working on the pot lines (previously male only roles).