

GROWER UPDATE

#122 - 11 February 2020



**FROM REBECCA SMITH,
CHAIR**

NEW CHIEF EXECUTIVE APPOINTMENT – JOHN McWHIRTER



The Wools of New Zealand Board are very pleased to announce the appointment of John McWhirter to the position of CEO, Wools of New Zealand. Based in Christchurch, John is an experienced CEO who most recently led Hellers through a period of solid expansion and export growth. Prior to his role as CEO, John drove the sales and marketing efforts at Hellers through some challenging negotiations with retailers and suppliers.

John isn't entirely new to the primary sector having spent some time with PGG Wrightson. Johns roles in the food sector at George Weston, Tegal and Mars means that John also brings experience in creating customer led value propositions and products whilst matching supply capability to customer needs. John prides himself on building brands and driving

outcomes in competitive environments whilst maintaining long term positive relationships - critical qualities in our strong wool industry.

Wools of New Zealand has a clear and concise strategic plan and priorities and we're thrilled to have John on board to lead our business. I'm sure many of you will have ideas you may wish to share or questions you may wish to ask of John. You can reach John on

Email: john.mcwhirter@woolsnz.com

Phone: 027 332 3049

And of course you're always welcome to drop into the Christchurch office if you're in the vicinity - just a short easy walk from Christchurch airport.

See Johns LinkedIn profile

here: <https://www.linkedin.com/in/john-mcwhirter-3a5a9789/>

STAY IN TOUCH

Our team are always ready to help. Your best bet is to talk to your local Grower Liaison but you can find all of us at www.woolsnz.com/contact-us