



New Zealand Winegrowers appoints two new General Managers

New Zealand Winegrowers have appointed two new General Manager (GM) positions – GM Marketing, Charlotte Read and GM Sustainability, Ed Massey.

GM Marketing, Charlotte Read

Charlotte Read joins New Zealand Winegrowers on Tuesday 22 October with a wealth of New Zealand wine industry knowledge, after 10 years as the Export Market Manager for Villa Maria Estate, based in both Europe and China. Read's latest role was Customer Manager at NZTE, where she managed a portfolio of high calibre companies exporting globally.

Read's love for the wine industry started young, growing up on a vineyard in the Hawke's Bay. "I am really excited about joining the team at New Zealand Winegrowers, and continuing to strengthen the reputation of our incredible wines on the international stage. The real clincher for me, is my love for the wine industry which has been a part of me since my upbringing on a vineyard in Hawke's Bay. My past twenty years of global marketing, project management and sales experience are all so relevant for me to hit the ground running to deliver a world class, innovative marketing effort for our nation's wine industry" says Read.

GM Sustainability, Ed Massey

The GM Sustainability is a newly created role within the organisation, with the key focus of ensuring sustainability is embedded throughout all activities of New Zealand Winegrowers. Other key objectives will include working with the Environment Committee, and enhancing New Zealand Winegrowers relationship with regional wine associations.

Ed Massey has been appointed as the new GM Sustainability, and will be well known to members as the current New Zealand Winegrowers Biosecurity Manager. His new role will commence on Monday 16 September.

Massey has already demonstrated his passion for protecting New Zealand's vineyards from potentially devastating pests and diseases that affect other wine producing nations, and relishes the opportunity to enhance his focus on sustainability. "I am passionate about this industry and I look forward to working with members to protect and enhance our position as world leaders in sustainable wine production" said Massey.

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Photos attached – Charlotte Read, Ed Massey

Editor's note:

- New Zealand wine exports are currently valued at \$1.83 billion.
- Wine is New Zealand's sixth largest export good.
- New Zealand wine is exported to more than 100 countries.