

MICHELLE CALDWELL

B.Bus (Mktg) | MCIM

STRATEGY, LEADERSHIP & MARKETING

ABOUT

For over 20 years, I have been working in senior marketing, operational and business development roles within some of the largest NZ Tourism companies. I have many years of experience leading high-performing teams and developing creative strategies to deliver results. I have worked on client side and in recent years in consulting, helping tourism businesses develop agile and results-driven plans. I build long lasting relationships, have a focus on people development and am incredibly customer focussed.

WORK EXPERIENCE

DIRECTOR | MARKETING STRATEGIST

Destinate NZ Ltd | March 2015 - Present

- Consultancy with a network of clients across NZ and Australia
- Workshop facilitation / capability building / customer experience audits
- Strategic planning and marketing plan implementation
- Part of the feasibility study team for Sky Waka at Mt Ruapehu
- Destinate NZ Podcast - Bringing NZ to the World

GENERAL MANAGER SALES & MARKETING

Ruapehu Alpine Lifts | August 2017 - July 2020

- Developed Australian strategy and successfully reintroduced Mt Ruapehu to the market after a long absence
- Spearheaded the largest and most successful Life Pass and Season Pass campaigns in the company's history
- Developed clear communications strategy to rebuild connections with a wide variety of stakeholders

REGIONAL MANAGER - MARKETING & SALES

Ngai Tahu Tourism | October 2006 - December 2014

- Feasibility study for redevelopment of Rainbow Springs
- Fundraising strategy for National Kiwi Trust
- Led the rebrand of Huka Jet to Hukafalls Jet
- Developed international sales plan for Agrodome and other NTT businesses

REGIONAL GENERAL MANAGER - CENTRAL NORTH ISLAND

Ngai Tahu Tourism | March 2011 - March 2012

- Seconded to Regional GM role for the duration of Project Big Splash
- Responsible for budgets, customer experience, new product development at Hukafalls Jet, Rainbow Springs, National Kiwi Trust and Agrodome.
- Strategic marketing plan and brand launch lead for The Big Splash
- 4 direct reports - Business Managers at each attraction
- Led retail review for Rainbow Springs and Agrodome

BUSINESS MANAGER INBOUND OPERATIONS & VARIOUS

Tourism Holdings Limited | September 1997 - September 2006

- Branch Operations Manager Britz Campervans 1997 - 1999 (Auckland)
- Launched Backpacker Campervans in NZ in Dec 2007
- Product Manager Backpacker Campervans 1997 - 2000 (Auckland/Melbourne) - Grew from \$600k to \$2mill revenue in 9mths
- Key Account Manager UK & EU 2000 - 2003 (London)
- Product Manager 2003-2004 (Auckland)
- Business Manager Inbound Operations - 2004 - 2006 (Auckland)



PROFESSIONAL SKILLS

Marketing Campaigns
Strategic Planning
Team Leadership
Relationship Management
Product Development
Brand Management
Business Development
Commercial Acumen
Operational Excellence
Communications
Event Management
Problem Solver

PERSONAL SKILLS

Creative spirit
Reliable and professional
Organized
Time management
Team player
Fast learner
Motivated
Customer Focused

CONTACT

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SOCIAL



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@Destinate_NZ



@DestinateNZ



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MARKETING, COMMUNICATION & SALES
SPECIALIST

HOBBIES / INTERESTS

AFL - Geelong Cats
Rugby Union - Auckland Blues/
Wallabies
Golf
Reading
Cooking
Continuous Learning
Pilates
Gardening

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TERRITORY MANAGER

Sterling Winthrop then SmithKline Beecham Pharmaceuticals
Feb 1995 - Sept 1997

- 300 Pharmacies across South Auckland, Waikato and Bay of Plenty
- Negotiated sales agreements and placed orders
- Training for pharmacy staff on all product ranges
- Merchandising key business promotions, activate promotional plans
- Achieved monthly budgeted sales targets
- Built strong relationships to improve brand loyalty and sales
- Identified new market opportunities to build sales and profitability

ROLES WHILST STUDYING

May 1989 - Jan 1995

- Territory Sales Rep P/T Kraft Foods
 - Account Manager for all Brisbane northside Independent Grocers
 - Negotiation of product placings
 - Removal and credit of old stock
 - Activated brand promotions
 - Meet sales objectives
- Retail Sales Assistant / Assistant Manager P/T The Works Australia
 - Australian owned fashion chain
 - Product merchandising
 - Sales Targets
 - Cash up / banking
 - Staff supervision
- Retail Sales Assistant P/T Copperart
 - Homewares retail shop
 - Merchandising
 - Cash handling and balancing at end of day
 - Sales targets

EDUCATION

BACHELOR OF BUSINESS, MAJOR IN MARKETING
Queensland University of Technology | 1992-1994 | GPA 5.7

CHARTERED INSTITUTE OF MARKETING - Member

MARKETING ASSOCIATION NZ - Member

GOVERNANCE

DIRECTOR

Whanganui & Partners (Economic Development Agency) | 2022 - present

ACTING CHAIR/DEPUTY CHAIR

Destination Lake Taupō | 2010 - 2012

VICE CHAIR - ALLIED MEMBERS

Tourism Export Council of NZ | 2012 - 2020