

# Susan Sullivan

MBA, Massey University  
Diploma Teaching, Christchurch Teachers College

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## SPECIAL COMPETENCE

- Governance, Channel Management.
- Business Management.

## CAPABILITIES

- Stakeholder Management.
- Chief Executive experience.
- Customer and Membership Acquisition and Retention.
- Extensive experience in leadership, building culture and engagement with membership and employees.
- Extensive experience in international marketing
- Excellent organisational skills, interpersonal and communication skills.

## BACKGROUND

### Currently:

Located in Christchurch, Chief Executive of Christchurch and Hanmer Springs Attractions. The business is privately owned and operates the iconic attractions of Christchurch Trams, Christchurch Gondola, Punting on the Avon and activities in Hanmer Springs including Jet Boating, Bungy, Quad Biking and Rafting. With a staff of 50, the role requires strong leadership and stakeholder engagement in a market that demands agility, focus and the ability to create opportunities. The role reports to the Board.

### Previously:

Six (6) year with Conference and Incentives New Zealand, (CINIZ) as Chief Executive reporting to the board. Leadership, Advocacy as the Voice of the Business Events Industry were key aspects of the role  
Twenty-three (23) years with Tourism Holdings Limited (*thl*), eight of those in Executive roles reporting to the CEO. Broad management experience in both Australia and New Zealand in operational, sales and marketing roles in attractions, rental cars and campervans, and coaching.

## APPOINTMENTS

- Chairperson – Tourism Central Otago Advisory Board (TCO) 2019 – 2021 - responsible for ensuring the implementation of the strategic plan met the needs of the local industry and was in line with local council requirements.
- Board Member – Destination Great Lake Taupo (DGLT) – 2014-2017 – responsible for the governance of the Regional Tourism Operation, ensuring that the strategic objectives are met in line with local council requirements.
- Board Member – Tourism Industry Aotearoa (TIA) – 2006-2013 – this membership-based Association is the voice of the Tourism Industry within NZ with responsibility for Advocacy and developing the strategy for the industry.
- Board Member – Backpacker, Youth and Adventure Tourism Association (BYATA) – 2006-2012.
- Board Member – St Marys Catholic Primary – 2004-2008.

## GENERAL

Proud mother to Timothy (23), Hamish (22) and Georgia (21).  
Enjoy spending time with the family, gardening, reading and music.  
I am an active member of the Anglican Parish of Heathcote-Mt Pleasant – my husband holds the position of Vicar.