

VIVIENNE SHAW BA (Hons) PhD

Address: 10 Kiwi Burn Place
RD 1 Te Anau 9679
Telephone 03 249 7112 (021 159 4357)
Email: viv@topajka-shaw.co.nz
Year of Birth: 1961
Nationality: New Zealand/British

Skills and Competencies

Governance

- proven leadership in governance roles including chairmanship, strategic planning, management of resources, understanding of financial implications of decision making, risk management.

Communications

- Excellent oral and written communication skills gained through university teaching and making professional presentations, chairing meetings, writing research papers and business reports.
- Ability to listen to different points of view and make objective decisions.

Management and Planning

- governance and strategic planning experience in the tertiary education sector as Director of International Business, Chair of university and departmental, research and teaching committees.
- governance and strategic planning experience in the conservation sector in my roles as Chair of Southland Conservation Board, Member of Whenua Hou Committee and Trustee of Pomona Island Charitable Trust and Fiordland Conservation Trust.
- proven ability to work in a consensus-driven decision-making environment.
- good team player with a positive attitude.
- strong leadership capability and a track record of personal achievement as well as motivating others to achieve their goals.

Technical skills

- experienced researcher with excellent analytical skills, both quantitative and qualitative.
- excellent reviewing skills including the ability to review documents with impartiality.
- proven track record in business-to-business marketing, international business, project management, education, conservation, fundraising.
- Fluent German speaker, competent in French, Dutch and Te Reo Maori.

Governance Positions

| | |
|----------------|--|
| 2007 - 2014 | <p>Member of Southland Conservation Board.</p> <p>Chair of Board from 2009 - 2011 and 2012 to 2014. Main activities include developing national park management plans and conservation management strategies and overseeing their implementation; providing advice to Department of Conservation on all conservation matters relating to Southland and the Subantarctic Islands.</p> |
| 2011 - 2014 | <p>Member of Whenua Hou Committee set up under the Ngai Tahu Claims Settlement Act. Main activities include advising the Minister of Conservation on all matters relating to the control and management of Whenua Hou.</p> |
| 2008 - 2014 | <p>Member of the Subantarctic Marine Protection Forum advising the Ministers of Conservation and Fisheries on options for marine protection around the Antipodes, Bounty and Campbell Islands.</p> |
| 2005 - present | <p>Secretary and Trustee of Pomona Island Charitable Trust. Main activities include the conservation and financial management of island sanctuaries in Fiordland National Park for the protection of native species.</p> |
| 2008 - present | <p>Trustee of Fiordland Conservation Trust. Main activities include overseeing the financial management of the Trust which was set up to raise funds for conservation projects in Fiordland.</p> |
| 2004 - present | <p>Director, Topajka Shaw Consulting Limited.</p> |
| 2004 - present | <p>Vice President of Fiordland Tramping and Outdoor Recreation Club.</p> |
| 2005 - 2008 | <p>Member of the Fiordland St John Ambulance Area Committee. Main activities included overseeing the financial management of the Committee which raised funds for St John Ambulance in Fiordland.</p> |
| 2001 - 2003 | <p>Vice President of Australia New Zealand International Business Academy, responsible for fostering development of teaching and research in international business.</p> |
| 1999 - 2003 | <p>Inaugural Director of International Business, University of Otago, responsible for the strategic direction and financial management of a new degree programme at the university.</p> |

| | |
|-------------|---|
| 1999 - 2003 | <p>Member of Management Committee of Department of Marketing, University of Otago responsible for the strategic direction and financial management of the largest department at the university.</p> <p>Member of Otago School of Business Divisional Board responsible for strategic and academic direction of the business school.</p> <p>Member of University Senate.</p> |
| 1993 - 1999 | <p>Director of German and Business Studies, University of Warwick</p> <p>Director of International Business, Warwick Business School, responsible for strategic direction of two degree programmes.</p> |
| 1996 - 1999 | <p>Chair of Undergraduate Committee, Warwick Business School responsible for strategic direction of undergraduate programmes at the university.</p> |

Awards

| | |
|------|--|
| 2013 | Environment Southland Councillors' Special Award for contribution to conservation in Southland and Subantarctic marine protection. |
| 2011 | Ministry for the Environment Green Ribbon Award to Pomona Island Charitable Trust for "protecting our biodiversity". |
| 2008 | Environment Southland Community Group Award to Pomona Island Charitable Trust for work on Pomona Island. |

Career Summary

| | |
|----------------|---|
| 2004 - present | <p>Director, Topajka Shaw Consulting Limited providing consultancy in marketing, international business, strategy, research, project management and conservation.</p> <p>Recent clients:</p> <ul style="list-style-type: none"> • University of Otago, Co-ordinator International Business module, Otago MBA. • Victoria University of Wellington, lead researcher on Foundation for Research Science and Technology funded project (value \$785,000) on Service Success in Asia: Spotlight on China and India; Research Advisor to the School of Marketing and International Business. • Advocate Communications, Situation Analysis and identification of opportunities. • Pomona Island Charitable Trust, Project Manager for restoration of Pomona and Rona Islands (pro bono). • Department of Conservation, Situation Analysis for the Great Walks in Fiordland; peer review of strategy for Southland Conservancy. • Fiordland College and Venture Southland, market review and |
|----------------|---|

| | |
|---------------|--|
| | <p>identification of opportunities for development of an environmental education programme at Fiordland College.</p> <ul style="list-style-type: none"> • Bluff Hill/Motupōhue Environment Trust, facilitation and preparation of a strategic plan. • Southwest Endangered Species Charitable Trust, preparation of an Assessment of Environmental Effects for eradicating mice from Coal Island; project management of an aerial poison operation for the eradication of mice from Coal Island. |
| 2003 - 2004 | Foundation for Science Research and Technology , Member of Reference Panel for Research for Industry (Manufacturing and Services Sector), responsible for advice on government allocation of funding to high quality research projects in manufacturing and tourism. |
| 1999 - 2003 | Department of Marketing, University of Otago , 2001 - 2003 Professor of Marketing. 1999 - 2001: Associate Professor of Marketing and Director, International Business. |
| 1988 - 1999 | Warwick Business School , University of Warwick, UK 1990 - 1999 Lecturer in Marketing and Strategic Management; Director of International Business and German and Business Studies. Chair, Undergraduate Committee. 1989 - 1990 Warwick Business School Teaching Fellow in Marketing. 1988 - 1989 Full time PhD student |
| 1997 and 2000 | Department of Marketing, Technische Universität, Bergakademie Freiberg, Germany : Visiting Professor of Marketing. |
| 1986 - 1988 | The Hydrovane Compressor Company Limited , UK Marketing Executive promoted to Marketing Manager responsible for the marketing support to a world-wide network of distributors. |
| 1983 - 1986 | SDRC Consulting Services Ltd , UK Sales and Marketing Executive responsible for all administration of the sales and marketing function of the company. |

Qualifications

| | |
|------|---|
| 2009 | Southland Institute of Technology Diploma in Te Ara Reo Maori |
| 1992 | Warwick Business School, University of Warwick, UK PhD Thesis "The Marketing Strategies and Organisational Characteristics of British and German Machine Tool Manufacturers". PhD awarded 1993 |
| 1986 | Institute of Marketing Diploma in Marketing |
| 1983 | University College of North Wales, Bangor, UK German Language and Modern Germany. BA(Hons), Class 2:1 |

Interests: Tramping, practical conservation work, photography.