

Background: Pulling together a list of inspiring women in NZ in business to try and get the representation of women in business media stories up (goal: 50/50).

WE'VE MOVED THE LIST!

Here:

<https://docs.google.com/spreadsheets/d/1rfILR0PZzvn0L1pvM8-7RtZ3RLsQ5Sb414oR5kzOdGM/edit?usp=sharing>

Because someone rightly told me that this was getting too big to sort easily. So now it's a google spreadsheet :) It's a great problem to have, right?

Please - go add more names and let's try to get this to 1,000 (++++).

Idealog - interviewing this list!

Idealog wants to interview the women on this list (and not yet on this list) with the same three questions that inspired this thread. Can you help us shoulder tap the women below, or send your own answers through? Here are the details:

Questions

- 1) Have you been surprised by what has (or has not) changed in the last 10 years? Ten years ago, we were concerned about an economy based on agriculture and tourism. Has enough changed?
- 2) Where are we headed over the next 10 years?
- 3) What keeps you awake at night when you think about New Zealand's place in the creative economy?

Notes

- Your answers might be edited
- We don't need heaps of words – quality rather than quantity. If they want a guide, 200-600 well-chosen words
- Could they give contact details, in case we need to get in touch to clarify anything

Photo

please send photos – the more the merrier and the more interesting the better (not head and shoulders, if possible)

Email to: editor@idealog.co.nz

Old List (if you add anything make sure to put it on [the spreadsheet](#) too)

- Global Women has a [huge membership database of women in biz](#).
- Kiwi Connect showcased [5 women entrepreneurs](#) for Global Entrepreneurship week last year.
- Inspiring kiwi women in science and ICT:
<http://www.curiousminds.nz/discover/article/6/10/girls-and-women-in-science-and-ict>

Name	What they do
Victoria Crone	MD Xero
Laura Bell	CEO Safestack.io
Lillian Grace	CEO Figure NZ
Deanna Yang	Moustache Cookie and Milk Bar
Bonnie Howland	Founder, Iris and Indigo
Viv Maidaborn	Co-founder, Loomio (& CEO of Unicef NZ)
Sophie Stanley	Head of Rural, Figured
Jade Shearstone	Planning Manager at Xero
Diane Foreman	Chair and CEO of Emerald Group
Claudia Batten	Massive, Victors and Spoils, now NZTE
Catherine Mohr	Don't even know where to start.
Alanna Krause	Loomio
Tash Lampard	Webstock, Lil Regie, Extraordinary Tales of Strength &

	Daring
Emily Tasker	Flatpak (Venture Up alumni)
Victoria MacLennan	Optimal BI
Frances Valentine	CEO MindLab
Sacha Judd	Back of the Napkin, ex Buddle Findlay Partner, MD Hoku, Co-founder Refactor event
Jolie Hodson	CFO, Spark
Lani Evans	ex CEO Thankyou Payroll
Marie-Claire Andrews	CEO, Show Gizmo
Melissa Clark Reynolds	Director, Radio NZ, LINZ,
Nic Kennedy	CDO Vend
Julia Raue	ex CIO Air New Zealand
Courtney Johnston	Director, Dowse Art Museum
Lisa King	Eat My Lunch
Nadia Lim	My Food Bag
Tracey Lee	Agitator at Large
Cecilia Robinson	My Food Bag
Theresa Gattung	My Food Bag
Sian Simpson	Kiwi Landing Pad
Nicole Fougere	Co-founder, This Is Data
Brianne West	CEO and founder, Ethique
Alyona Medelyan	Founder and Developer, Entopix Founder, STEAM
Natasha Markham	Founder and Architect, MAUD
Ruth McDavitt	CEO, Summer of Tech
Marianne Elliott	Action Station / La Boca Loca / writer
Siobhan Bulfin	CEO, Melon Health

Michelle Dickinson	OMG Tech co-founder, Nanogirl, Engineer
Ezel Kokcu	Co-founder STQRY
Jan Meyer	Rutherford and Meyers
Toni Moyes	COO, 8i
Kendall Flutey	Banquer
Sarah Gibbs	Trilogy
Tami Louisson	Shott
Megan Sanders	Pineapple Heads
Mandy Simpson	Head of Operations, NZX (previously CFO, Fronde)
Dale Clareburt	CEO, Weirdly (doing recruitment completely different)
Samantha Gadd	HR Shop (doing HR completely different)
50. Dorenda Britten	Design thinker / strategist
Christine Douglas	Village Goldsmith
Keri Johnson	Irricon (environmental engineers, Canterbury)
Julia Forsyth	CEO, Big Ears
Lindy Nelson	Agri Women's Development Trust
Lou James	Pinc & Steel (revolutionary cancer rehab programmes)
Victoria Spackman	CEO, Gibson Group
Genevieve McLachlan	Adaptive Technology Solutions (tech for disabled)
Souella Cumming	KPMG
Vicky Taylor	GM, Smartfoods (makers of Vogels and more!)
Rachel Taulelei	CEO, Kono (food & beverage arm of Wakatu Inc)
Louise Nash	head of strategy, Mediacom
Dr Catherine Stone	founder of The Face Place (cosmetic surgery - big business!)
Kaila Colbin	Ministry of Awesome / TEDxChristchurch / SingularityU

Tanya Gray	Gather Workshops
Vanisa Dhiru	Exec Director 2020 Trust, VP NCWNZ, ex CE Volunteering NZ
Leanne Graham	ex CEO GeoOP
Jodi Mitchell	CEO SimplHealth
Victoria Heine	Partner Chapman Tripp
Erica Crawford	Kim Crawford, Loveblocks
Judy Finn	Neudorf
Tracy Banner	Sprig and Fern
Shona Grundy	ex Trigger Happy, now CEO Kombi Harvester
Natalie Ferguson	Decisive Flow, Limber
Toni Barrett	Beauty Bliss, Limber
Kirstin	torte.co.nz
Claire Amos	DP at HPSS
Penny Nelson	ED at Sustainable Business Council
Jessica Venning Bryan	GM Marketing and External Relations, Flick
Anya Anderson	RedSeed Founder & CEO
Margaret Pickering	Games M Tech, Stickmen Media
Kristen Lunman	COO, Wipster
Melanie Rands	Co-founder, ecostore
Anna Dean	Partner, Double Denim
Sarah Martin	Principal, Stonefields School
Brenda Wallace	Internet NZ, Rabid, NZRS
Amanda Judd	Lovenotes / Menumonster
Anna Guenther	PledgeMe
Silvia Zuur	Chalkle

Bernadette Casey	The Formary
Rebecca Thomas	Mint Asset Management
Buffy Ellen Gill	Be Good Organics
Dr Lee Mathias	Birthcare New Zealand
Heather Roy	Black Swans
Alex Cutler	New Zealand Construction Industry Council
Natalia Albert	COO of Inspiring Stories, Director TEDxWellyWomen, Director Jness New Zealand and Australia
Cilla Hegarty	WooHoo NZ Tax Refunds/ WooHoo. Tax UK
Traci Houpapa	Federation of Maori Authorities
Tess Casey	Inclusive NZ
Rebekah Campbell	Posse
Holly Whittaker	Whittaker's
100. Rachel Callander	Super Power Baby Project / photographer
Sinead Boucher	Fairfax Media NZ
Phoenix Renata	Phoenix Cosmetics
Justine Muollo	Justine's Protein Cookies
Joan Withers	Professional company director
Rachel Taulelei	Yellow Brick Road fish
Elizabeth Barbalich	Antipodes skincare
Belinda Tuki	Honest Food Company
Lizzi Hines	MD @ Spaceworks
Chloe Van Dyke	chia.co.nz
Kirsti Grant	Co-Founder of HOP
Tash Barneveld	Creative director @ holland road yarn, Pledgeme superperson
Victoria Armstrong	Who's on Location

Zheng Li	Raygun / previously Zheng design
Hannah Gray	Technical Group Lead, Xero
Veronica Stevenson	Story Strategist Otago Polytechnic, CEO humble bee
Kristine Bartlett	Sweet Release
Amy Potter	Leaping Tiger
Aurynn Shaw	CEO/Founder Eiara Devops (www.eiara.nz)
Robyn Pagonis	Director, Element consulting. Senior Mngmnt consultant and Change Transformation (https://www.linkedin.com/in/robypagonis)
Jackie Mills	Les Mills, Chief Creative Officer
Mahsa Mohaghegh	Founder & Director of She# - www.shesharp.co.nz
Emily Mabin Sutton	Co-founder Drawing Board Challenge, HVNGRY, Formed NZ, currently at iPredict
Debra Birch	GM Investments, Te Tumu Paeroa
Wendy Neale	Manager and design lead at WGTN Fablab
Sarah Meikle	Director of Wellington on a Plate
Anna Brown	Director of Open Lab, College of Creative Arts, Massey University
Emily Loughnan	Owner, Click Suite
Rochelle Ivanson	Organiser of Gather (and other great things)
Gosia Piatek	Owner, KowTow
Madeleine Harman and Jessica Grubisa	Harman Grubisa
Julie Moore	Moore Wilsons
Janene Draper	Farro Fresh
Fiona Hewitt	CEO, Institute of Management NZ
Lucy Arnold	Felt (eg NZ's version of Etsy)
Miriyana Alexander	Editor, NZ Herald on Sunday

Katie Milne	Farmer, Fed Farmers representative
Felicity Brenchley	Director, ĀKAU
Ana Heremaia	Director, ĀKAU
Ruby Watson	Director, ĀKAU
Elisabeth Vaneveld	TBI Trust: Executive Director TBI Assist: Senior Project Manager ART Venture: Programme Director
Hinurewa (Hinū) te Hau	General Manager at Creative Northland, Director at Matariki Global Holdings Limited, Co-Chairperson at Auckland Matariki Festival Trust
Alix Whittaker	Founder and CEO, Candlelit Pictures
Kat Jenkins	Founder of Multitude
Shelley Campbell	Chief Executive at Sir Peter Blake Trust
Grainne Moss	MD at Bupa NZ
Bron Thomson	Founder/ Director, Springload
Tara Lorigan	CEO of Company of Women
Steph Benseman	Filtr (Venture Up alumni)
Sandy Mamoli	Nomad8
150. Terry Shubkin	CEO Young Enterprise Trust
Vanisa Dhiru	Exec director, 2020 Trust
Brenda Leeuwenberg	Nomad8, Head of Digital for NZ On Air
Jennie	Founder and CEO Noshup
Bridgit Hawkins	CEO RE GEN
Veronique Cremades-Mathis	Nestle NZ, Country Manager & CEO
Corine Tap	Danone Nutricia, Managing Director
Alison Barrass	CEO Griffin's Foods,
Jacqueline Evison	Mondelez NZ, GM NZ

Lisa Plato	Co-Founder Plato Creative
Ro Parker	A lot of cool things
Jenene Crossan	Flossie Concierge
Katy Anquetil	MD Manpower NZ
Bex Twemlow	Founder Firebrand and Hail
Micaela Lewenz	Sparkbox Ventures
Annah Stretton	Fashion Designer
Dame Trelise Cooper	Fashion Designer
Karen Walker	Fashion Designer
Emma Henry	Co-Founder Henry Construction
Sarah Reo	MD Cultureflow
Alina Siegfried	Kiwi Connect
Sian Simpson	Kiwi Landing Pad
Melissa Haberfield	Events
Julie White	Director of Key Accounts - New Zealand at InterContinental Hotels Group
Jessamy Tiffen	PhD Molecular Biology, Cell Biology, Cancer Research
Anjali Stewart	Founder, twenty-seven names (Fashion)
Rachel Easting	Founder, twenty-seven names (Fashion)
Christina Barton	Adam Art Gallery
Karen Fifield	CEO Wellington Zoo and Board Member at Sustainable Business Council
Courtney Breen	PhD and Senior Associate Consultant at Bain & Company
Sharon Bryant	Advisory Board Chair at Training for You and MOVAC
Kat Lintott	Stem Creative
Delia Gill	CEO of IT engine

Peta Walker	CEO of BW Chartered Accountants
Millie Jocelyn	President of Showcase Workshop
Julie Francis	CFO of Spotlight Reporting
Minnie Baragwanath	Be. Institute
Julia Marshall	Gecko Press
Qiuqing Wong	Borderless
Catriona Fergusson	NZ Book Council
Rhana Devenport	Auckland Art Gallery
Coralie Winn	Gapfiller
Margaret Jeffries	Project Lyttleton
Carol Hirschfeld	Head of Content, Radio NZ
Monique Surges	NZGBA
Christina Jeffery	Tautai
Sue Paterson	NZ Festival
Lauren Merritt	Ministry of Awesome
Cherie Jacobson	Bats
200. Rosa Carter	Pure Sports Nutrition
Rachel Brown	Founder- Small Business Network
Jo Blair	Brown Bread
Janelle Rodrigues	Creative Director/partner at Creature
Amy Carter	Perception P R
Elizabeth Caldwell	Wellington City Gallery
Vicky Thompson	Living Foods, Managing Director
Jane Mayell	Original Foods, Director
Pam Flack	Arataki Honey, MD
Jane Hunter	Hunter's Wines, MD

Emily Maiden	Emily Writes
Rochelle Harrison	Wellington Chocolate Factory
Parris Goebel	The Palace Dance Studio
Kate Sylvester	Fashion Designer
Sarah Hard	Trade Me
Deborah Pead	Pead PR
Angela Meyer	Partner, Double Denim
Laura Reitel	Lightning Lab
Tracey Kai	Brand/Marketing Manager the Cooperative Bank
Cat Eddy	Founder/director, Xtend Barre Wellington
Roxy Huntington	Trade Me head of Design
Rebecca Hardyboys	Hardyboys Ginger Beer
Katrina Clokie	BNZ Testing Coach (Digital) - a leader in software testing internationally
Maura Rigby, Kelly Ammundsen (nee Chappell), Lydia Suggate, Stacey Walsh, and Maria Boyle.	Co-owners of Beach Babylon, LBQ, Bebemos, Basque, and a wedding hire business called Vintage and Pretty
Mimi Gilmour	Burger Burger et al (hospo)
Anna Worthington	Cakes by Anna
Precious Clark	Lawyer, tv presenter, board member and director (including Foundation North, ASB Community Trust, Ngati Whatua Orakei Whai Rawa Ltd and Auckland Museum's Taumata a-Iwi)
Su Yin Khoo	Extra Bold, Gather, Idealog
Vivian Chandra	Amnesty NZ - ICT Manager
Kathy Gruzas	CTO, Weta Digital
Katie Johnston	Sixtyproof

Sara Blake	Sixtyproof
Amiee McCammon	Assignment, Business Leader - Ex GM of Park Road Post
Gillian Clark	CEO, Hypr
Simone Hunter	GM, Boosted.org.nz
Christina Bellis	Thankyou Payroll CEO
Siobhan Wilson	GM Sales & Marketing, Marisco Vineyards
Livia Esterhazy	MD, Clemenger BBDO
Di Walsh	GM People, Fulton Hogan
Linda Clark	Special Counsel, Kensington Swan
Martinique Barbalic	Martin International Creative Agency
Mai Chen	Chen Palmer
Nicole Ferguson	Chief Executive, REANNZ Ltd
Sigrid Woolloff	Siggy's Pies
Dianella (Dee) Ngakuru	Country Manager FedEx Express New Zealand and Pacific Islands
Michele Hine	The Actors' Program and The Basement Theatre Trust
Margaret-Mary Hollins	TAPAC - The Auckland Performing Arts Centre
Lou Draper	
Kaye Maree Dunn	
Lucy Arnold	Felt
250. Bridget McKendry	Fabriko
Rochelle Furneaux	
Tracey Bridges	Owner & Managing Partner, SenateSHJ
Dr. Jessica Halliday	Co-Director Te Putahi:Christchurch Centre for Architecture and City Making, and FESTA - Festival of Transitional Architecture
Laurie Foon	SBN, previously Starfish

Anne Cunningham	Co-Director Te Putahi:Christchurch Centre for Architecture and City Making
Emma Giesen	General Manager Creative Capital Arts Trust (NZ Fringe and Cubadupa)
Marie Fitzpatrick	Good Bitches Baking
Hannah Clarke	Festival Director NZ Fringe
Brianne Kerr	Brianne Kerr Publicity
Beth Brash	Beervana
Lou Van Tongeren	The Chch Under 5s Collective
Alice Andersen	The Chch Under 5s Collective
Yeshe Dawa	The Midnight Baker
Fiona Hewitt	CEO, Institute of Management New Zealand
Karen Fifield	CEO, Wellington Zoo
Joanne Taylor	Latitude Publishing (Canterbury)
Bridget Williams	Bridget Williams Books
Teresa Tepania-Ashton	Manager of Maori Women Development Inc
Kimberley Collins	Pop Up Science
Mavis Mullins	Maori Women's Business Leaders of the Year
Ailsa Claire	Auckland DHB CEO
Meg de Ronde	Campaigns Director, Amnesty International NZ
Lisa Miles-Heal	CTO, Unleashed Software
Aimee Whitcroft	Nerd Nite Wellington, Syntropics, TEDxWellington, GovHack, Startup Weekend
Hayley King	Flox
Melanie Morris	President and Founding member NZ Bookkeepers Association
Persephone Singfield	Director, Courage My Love

Sophia Frentz	WISE
Adithi Pandit	Partner, Deloitte NZ
Louise Kellerman	Founder, Design Assembly NZ
Cathy Veninga	Executive Director, Designers Institute of New Zealand
Anna Dean	Double Denim co-founder
Angela Meyer	Double Denim co-founder
Astrid Anderson	Chief Executive Officer at Architectural Designers New Zealand
Paula Feathers	Organisational and team coach / consultant
Ava Wilson	Pomeroy's/The Beer Baroness
Annika Naschitzki	Tiamana Brewery
Mei-Fern Johnson	Russell McVeagh
Jo Tyndall	MFAT (Climate Change Ambassador)
Jane Wrightson	NZ On Air CEO
Liz Maguire	Head of Digital & Transformation ANZ
Sara Lee	20/20 Trust & Internet NZ Councillor
Joy Liddicoat	Assistant Commissioner at Privacy Commission & Internet NZ
Shabnam Shiwan	Design Director at Saatchi & Saatchi Design Worldwide
Jillian de Beer	Strategist for communication, business innovation and growth
Dr Rachel Wolfgramm	Senior Lecturer, University of Auckland Business School
Helen Jackson	Owner of www.foodlovers.co.nz
Amber Craig	InternetNZ, Architecture - ANZ
Felicity Evans	Head of HR, ANZ
300. Diana Crossan	CEO Wellington Free Ambulance
Sarah Frizzell	The Lucky Taco

Tara Sutherland	Pet photographer - Tara Sutherland Photography
Anna Connell	Social Communities & Content Manager at BNZ
Jess Berentson-Shaw	Muka Kids
Nathalie Whittaker	Two Tales (givealittle parent company)
Lynne Le Gros	General Manager, Spark Foundation
J9 Bennet	
Ali Hughes	@alihug CORE Education CEO and outstanding efforts for Canterbury Earthquake recovery
Lou Donnelly-Davy	Head of Marketing - Timely & Founder of Noted.Women
Suse Reynolds	Angel Association
Christine Fernyhough	Books in Homes co-founder
Deborah Manning	FoodShare
Victoria Manning	Comms / Strategy at Deaf Aotearoa, ex NZ Human Rights
Morag McCay	
Judit Maireder	
Robyn Langlands	Kaibosh &
Anna Kominik	Partner, Ideas Shop
Catherine Beard	ED, Manufacturing NZ and Export NZ
Keren Phillips	CMO and Founder, Weirdly
Suzy Clarke	Global IT Manager, Icebreaker
Julia Parnell	Producer and Owner of Notable Pictures
Heather Elliott	HR Director, GE Australia and New Zealand
Gillian Vosper	MD, Chrometoaster New Media
Melissa Davies	COO, Brave New Coin
Glenda Patterson	Financial Controller, Greenstone Pictures
Jo Miller	Head of Strategy, Roar Content

Kelly Martin	CEO, South Pacific Pictures
Anna Nielsen	Director, Toast Martinborough; Founder and co-director Wellington on A Plate
Robyn Patterson	film and television director
Paula Boock	award winning Scriptwriter, Producer and Author - Lippy Pictures
Divya Dhar	Seritas
Mel Rakena	JamTV
Jane Smith	JamTV
Helen Robinson	N4L
Roby Scott-Vincent	Attitude Pictures
Lisa Rutledge	Kiwi Oz Nannies
Janine Russell	Noise PR
Emma Hill	Michael Hill International
Rebecca Tohill	Fusion 5
Marina Hirst Tristram	Tasman Bay Food Group
Karen Stratford	A-Flex Technology
Caroline Dewe	Alphero
Mimi Gilmour	BurgerBurger
Naomi Ballentyne	Partners Life
Bridget Coates	White Cloud Dairy Innovation
Jess	Underground Kitchen
Helen Steemson	Words for Breakfast
Kate Billing	Blacksmith and Conscious Capitalism NZ
Jacki Johnson	IAG
350.	
Jane Drumm	Shine

Judi Clements	Mental Health Foundation
Mary Dawson	Auckland Regional Migrant Services
Jinty McTavish	Councillor at DCC
Michelle Tayler	Comms Manager, Human Rights Commission
Cynthia Brophy	Chief Exec , Human Rights Commission
Jackie Blue	EEO Commissioner, Human Rights Commission
Barbara Chapman	CEO ASB Bank
Carmen Vicelich	Founder Data Insight Ltd, winner UABS Entrepreneur's Challenge, finalist in EY Entrepreneur of the Year 2015
Anna Stove	CEO GlaxoSmithKline New Zealand
Dame Susie Moncrief	WOW
Jade Tang	Curative
Eddy Helm	Curative
Sina Wendt Moore	Leadership NZ
Anna Campbell	CPO Warehouse
Sumaria Beaton	Awarua Synergy
Yoshimi Brett & Louise Duncan	TetraMap International
Alice Shopland	Angel Food
Juliet Cooke	Intouch Design
Pam Reade	Honey & Herbs NZ (Apicare)
Susan Trodden	Te Awamutu Chamber of Commerce
Kath Dewar & Jo Patterson	GoodSense
Carol Scott, Karen Lloyd & Amy - Truck & Machinery Show	The Truck & Machinery Show
Mel Rowsell	Vend / Peepsly

Tracey Munns	Founder Verdiplus
Emma Saunders	Director at Empathy
Vicky Ha	House of Dumplings
Hayley Carthy	CIO at Crown Law
Christina Leef	MWDI + entrepreneur
Chelsea Robinson	Enspiral & Loomio
Suzanne Hall	Be Intent, Living Nature founder
Jane Strange	Better by Design
Precious Clark	Ngati Whatua o Orakei
Heather Henare	CEO, Skylight Trust and former CEO, Womens Refuge NZ
Margaret Devlin	professional director, multiple orgs
Liz Coutts	professional director, multiple orgs
Alliv Samson	Kami (previously Notable PDF) and XYNZ Mag
Natasha King	Head of Agribusiness, Meridian Energy
Julia Jones	Farm Enterprise Specialist, KPMG
Lucy Vincent Marr	Sans, Powder Room, Stephen Marr
Sarah Hopkinson	Hopkinson Mossman
Danae Mossman	Hopkinson Mossman
Philippa Dawe	Powershop
Kirsten Taylor	CEO and founder of Sleepdrops
Sue De Bievre	CEO and founder of Beany Biz Accountants
Jessica Manins	Wellington Regional Manager BizDojo (previous COO at StarNow)
Lisa Mackay	Managing Director of HR Toolkit
Rebekah Norman	Chief of Beauty Native Rituals & Co Founder RoMack Industries

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