

STEPHEN GOODGER

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SUMMARY

I help government agencies and businesses turn strategy into results. Over more than twenty years as a chief executive and general manager, I have led national programmes, restructured organisations, raised capital, negotiated with regulators and telecommunications carriers, and built the systems and technology that make a strategy actually work. I now bring that experience to clients through Market Aotearoa, working across agritech, technology, environment, hospitality and export sectors, and increasingly on software and AI development for government and business. I am engaged for the same reason each time: I understand how an organisation actually operates, I build agreement among people with competing interests, and I stay until the work is delivered.

TRACK RECORD

\$30m+ in documented savings identified and delivered in a national retail operations review

80% reduction in external consultant costs achieved while rebuilding an organisation's operating model

100% staff retention and a 30 percent lift in productivity in a national team I led

\$0 to \$5m enterprise value built in twelve months for a technology startup, including an oversubscribed capital raise

2 national shareholder restructures project managed for New Zealand's largest company, including its largest ever capital restructure

WHAT I OFFER

- Strategy and operating model design, turning ambiguous problems into a plan a team can deliver.
- National programme leadership, including delivery through dispersed teams, contractors and manufacturers.
- Government and regulatory engagement, including formal submissions to parliamentary select committees and government agencies, and delivery partnerships with agencies including MPI.
- Technology and AI development for government and business, backed by a software development background.
- Capital raising and commercial strategy, from seed funding through to budget and P&L management up to 25 million dollars.
- Governance advisory and board reporting, informed by service as a trustee, director and senior executive.
- Stakeholder and iwi engagement, and building consensus among parties with competing interests.

BACKGROUND

I began my career as a software developer before moving into national sales, marketing and operations roles at DB Breweries (Heineken) and PGG Wrightson, where I led a firm wide strategic review of a 1.2 billion dollar agribusiness. As General Manager of the Fonterra Shareholders' Council, I ran a national professional office within New Zealand's largest company, including two major capital and governance restructures. Since 2016 I have run Market Aotearoa, contracting senior leadership into client organisations, alongside co-founding Talkily, the company behind Heyrex, an AI powered wearable for dogs distributed in New Zealand, Australia, the United States and the UK. I am Treasurer and Trustee of Tāngaroa Tuia te Ora, the Endangered Species Foundation, and a director of two technology companies.

GET IN TOUCH

If your organisation is working through a strategic, operational or technology challenge and wants experienced hands, I would welcome a conversation. Full engagement history and references available on request.