

# Gregory Paul Shepherd

Executive Vice President – Global Marketing, Fisher & Paykel Appliances



Greg has held a number of leadership roles within the Fisher & Paykel family of brands over the past 14 years; mainly with the Finance company, as Chief Operating Officer and more recently as Chief Executive. Leading the company to become the first non-bank to obtain full “issuer” accreditation by MasterCard Asia Pacific for the New Zealand Market. In September 2016 saw the transformation of Q Card and began issuing Q MasterCard and December 2016 introduced the very innovative and co-branded travel card in partnership with Flight Centre.

Greg has led a number of sale processes for the Finance company on behalf of Fisher & Paykel and successfully sold the business in 2015 at a multiple of 10.2 x NPAT to Flexi Group – an ASX Listed company.

In a global role, Greg has direct management of the marketing and content creation team in Auckland and indirect influence over the regional marketing functions. The primary objective is to build a premium global brand through executional excellence at every touchpoint for a broad array of audiences – end user, retailer, designer/ architects / builders – and channels.

Driving organizational transformation has been at the core of Greg’s roles. To achieve this, Greg focuses on change management through building a clear purpose and strategy and strong employee engagement. Due to the global nature of his current role, this challenge is amplified, given the different levels of maturity across the different markets.

Prior to joining Fisher and Paykel he held a number of senior management positions in regional banking, marketing, operations and business development and was a member of strategic leadership and project management programs for both Westpac and Bank of New Zealand on cross - Tasman initiatives. Greg holds a *Bachelor of Commerce* from Otago University and a *New Zealand Stock Exchange Diploma*. In 2016/17 participated in a Global CEO Program with IESE Business School in Shanghai, Philadelphia and Barcelona.