

MICHELLE BOAG

CORPORATE, COMMERCIAL AND GOVERNANCE ROLES

Michelle has been fortunate to hold senior management positions in public and private companies and corporates as diverse as Fay Richwhite, DB Breweries and Ogilvy NZ. Michelle managed public relations consultancies Consultus in Auckland and Hill and Knowlton in Wellington during the early part of her public relations career. She founded and successfully grew specialist recruitment business PR People Ltd and later sold it to Momentum Consulting Group. She is currently a Director of Michelle Boag Ltd and Boag Allan SvG.

Michelle has also contributed extensively to a wide range of organisations including 18 years as a Trustee of the Auckland Rescue Helicopter Trust, including fulfilling the role of Acting CEO for twelve months; she was a founding Trustee of the Simplicity Trust, Books in Prisons Trust and the NZ Breast Cancer Foundation; she has served on the Boards of Auckland Cricket, Auckland Surf Lifesaving and the Advertising Standards Complaints Board, and has assisted the Salvation Army, the Moko Foundation, INZONE Education Foundation and Auckland Rugby in a variety of advisory roles.

Michelle is a former Director of TVNZ, served on the Eden Park Trust Board for nine years and was a Director of Manu Samoa Rugby Ltd. She was President of the Variety Club of New Zealand, President of the NZ National Party and is a Member of Global Women, the Remuera and Muriwai Golf Clubs and the Northern Club.