



2021 Snow Sports New Zealand Board Candidate Biography

Mark Vivian

Mark has been appointed by the Board Appointment Panel and will officially become a member of the Snow Sports NZ Board as of the 1st of October 2021 at the 2021 AGM.

Why am I interested in the role?

I've had a lifelong love of skiing and worked in elite-level high performance sport – for me, the SSNZ role is the opportunity for me to channel the two in a meaningful way.

Sport in New Zealand is in the midst of rapid transformation, driven by ever-increasing choice, changing lifestyles & demographics, and accelerating technology - sports organisations need to be dynamic to respond to opportunities to access and develop the best possible talent pool.

In my day job, I help back New Zealanders tech leaders and teams to win on the global stage, and the tech industry now has a growing track record (and confidence) that we can at an increasing rate. The opportunity is no different with SSNZ - the Zois, Nicos, Jossis and Annelises of have all proven that.

SSNZ has an impressive base (pardon the pun) from which to develop the next wave of performance athletes, and I believe that I can play a small part in supporting that.

What do I believe I can best contribute to this board?

I've worked in a range of organisations and situations during times of change, challenge, and growth, and I believe that I can look at SSNZ through a unique lens.

I'm a team player at board level, but I'm certainly not a group thinker - I'm very comfortable in stating my opinion if it differs from others, and to having that challenged. However, I always commit to the board decision 100%.

I believe that I have a strong ability to support and challenge the CEO (and management) when needed, in a positive and constructive way.

I'm a naturally competitive person, and get great satisfaction in seeing the teams that I'm part of win.

In terms of the attributes you're seeking, here are the relevant points of my experience:

	<p>Sports governance experience</p> <ul style="list-style-type: none"> • Former Chair of Wellington International 7s rugby tournament: <ul style="list-style-type: none"> • Grew operating profit from ~\$500k/yr, to ~\$2m/yr • Oversaw the renegotiation of all commercial contracts • Negotiated a new 3 year broadcasting deal • Recruited the new CEO • Delivered the best scores ever from the IRB's event review • Led the renewal pitch to IRB for a 3 year hosting extension • Former Trustee of Sport Wellington: <ul style="list-style-type: none"> • Helped drive the new 5 year Strategy • Member of Audit & Risk Committee • Member of Kiwi Sport Funding Panel • Overseen applications for community trust funding
	<p>Good practice commercial or not-for-profit governance experience</p> <ul style="list-style-type: none"> • Partner at Movac - NZ's most successful and largest venture capital firm • Director of various Movac portfolio companies • Director of The Rugby Site (commercializing rugby coaching content globally) • Government-appointed Director of New Zealand Green Investment Finance • Advisory Board member to a number of organisations • Former Trustee of Young Enterprise Trust • Former Board of Governors of Scots College • Former Trustee of Brooklyn School • Member of Institute of Directors
	<p>Experience in executing a growth strategy through working with commercial partners</p> <ul style="list-style-type: none"> • 13 years as a partner at New Zealand's most successful venture capital firm, investing in high-growth potential technology companies, having deployed more than \$150m across 35 companies and creating more than 1000 jobs. • 4 years as an executive at NZ Rugby, where I was responsible for the broadcasting & content division: <ul style="list-style-type: none"> • leading the commercial relationship with SKY Television and all broadcasting and content partners, worth ~\$65m/year • worked closely with NZRU's key sponsors and commercial partners for ensure contractual requirements, as well as identifying additional revenue opportunities • managed videographers placed within the All Blacks environment to capture and commercialise exclusive content • worked with player agents and commercial partners to grow and deliver revenue
	<p>Financial acumen</p> <ul style="list-style-type: none"> • Part of a team managing ~\$400m of venture capital commitments • Assessing ~250 investment opportunities per annum

	<ul style="list-style-type: none"> • Board member on a range of commercial and not-for-profit boards • Involved in and overseeing detailed financial modeling for prospective and portfolio companies, reviewing annual financial accounts and audit reports • Former member of Sport Wellington's Audit & Risk committee
	<p>A passion for snow sports</p> <ul style="list-style-type: none"> • 47 years (!!) as an active skier (and one-time snowboarder), and now father of a skiing family • Skied extensively in New Zealand and North America, including two winters working at resorts (Whistler and Winter Park)
	<p>Snow sports commercial experience</p> <ul style="list-style-type: none"> • 4 years working at New Zealand's largest ski store - Victoria Ski Sport in Christchurch - gave me insights into the commercial dynamics of snow sports retailers, wholesalers/distributors, resorts, staff and athletes
	<p>Health and safety systems</p> <ul style="list-style-type: none"> • As an employer of a diverse workforce and as a director of various companies, I'm fully aware of H&S systems' importance and monitoring at governance level, and in ensuring such systems are operationalized by management, and reviewed regularly • Given the size and nature of the Wellington International 7s tournament, I worked very closely with police, stadium management and the Wellington City Council to ensure a safe and enjoyable event for all
	<p>Project management</p> <ul style="list-style-type: none"> • Worked on a range of projects, including capital raisings, team restructures, systems implementation, RWC2011 hosting rights bid, large scale sports events, to name a few • Fully conversant with risk management in a range of organisations, across financial, technical, commercial, health & safety, public finance, public profile and reputational areas of risk
	<p>Culture and wellbeing</p> <ul style="list-style-type: none"> • As an investor and director, I'm constantly working with leadership teams to create, build and improve team cultures through times of change • Overseen the use of tech tools such as Joyous and 15Five
	<p>Employment and HR best practice</p> <ul style="list-style-type: none"> • Responsible for recruitment, performance reviews, and salary reviews at Movac (team of 12) • Regularly assist our portfolio companies' CEOs with HR-related issues (both recruitment and restructuring) • Member of People & Culture committee at New Zealand Green Investment Finance • Board advisor to Frank TKH, a leading executive search business

Through my experience on a wide range of boards, I fully appreciate the clear distinction between governance and management, and how that works in reality. And I'm fully prepared to 'roll my sleeves' up to get things done when requested. I've also fulfilled duties as an organizational representative at formal events and informal networking situations.

I'm a Member of the Institute of Directors.

Having worked in elite professional sport, I fully appreciate and understand the balancing act of athlete performance, athlete welfare, funders, sponsors, media, fans and other stakeholders – it's a constant and dynamic balancing act.

In my role as Trustee at Sport Wellington, I had a number of interactions with Sport NZ, and I understand the role that they play in the ecosystem in which SSNZ operates.

I have included my resume below, and my LinkedIn profile can be found [here](#).

I would welcome the opportunity to discuss the role further.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'Mark Vivian', with a stylized flourish at the end.

Mark Vivian

MARK VIVIAN



RELEVANT EXECUTIVE EXPERIENCE

Partner **August 2008 – current**
Movac **Wellington, New Zealand**

MOVAC is a venture capital firm that invests in potential high growth NZ companies. Movac has made more than 35 investments in NZ technology ventures in the past decade, and has \$400m of funds under management. Movac is currently investing its 5th fund, a \$250m early technology fund cornerstoned by NZ Super Fund and Kiwi Wealth. As lead partner for fundraising and deal origination, I have extensive networks locally and offshore, and every year I review ~250 investment opportunities across a range of stages and industries.

Manager, Broadcasting & Content **August 2004 – August 2008**
New Zealand Rugby Union **Wellington, New Zealand**

Managed NZRU's one third interest in SANZAR's US\$323m and US\$555m broadcasting contracts with News Ltd and its sub-licensees (SKY, Fox, Seven, SuperSport, BSkyB), as well as all other areas of content commercialisation, including allblacks.com and Virtual Rugby competitions.

RELEVANT GOVERNANCE EXPERIENCE

Director **August 2013 – December 2020**
1Above Limited **Auckland, New Zealand**

1Above makes functional beverages that replenish the body after work, sport and travel. Full of electrolytes and antioxidants but low in sugar. Supplied to a number of World Championship and Olympic athletes, as well as professional athletes such as Lydia Ko (1Above ambassador) and a number of Super Rugby and international rugby teams.

Trustee **November 2012 – November 2014**
Sport Wellington **Wellington, New Zealand**

Sport Wellington is the independent body for sport and active recreation in the Greater Wellington region.

Chairman **August 2006 – July 2008**
Wellington International 7s **Wellington, New Zealand**

The Wellington 7s Tournament was one of New Zealand's highest profile and successful professional sports events, run as a joint venture between New Zealand Rugby and the Wellington Rugby Union, and involving a staff of ~40, ~300 volunteers and ~50,000 attendees.

Trustee **December 2011 – December 2018**
Young Enterprise Trust **Wellington, New Zealand**

The Young Enterprise Trust is a charitable trust whose vision is to grow a more prosperous New Zealand through enterprise, to ensure all New Zealand students participate in experiential enterprise education and financial literacy programmes. Every year, approximately 90,000 kiwi kids participate in the Trust's programmes.

FULL GOVERNANCE EXPERIENCE

Director, New Zealand Green Investment Finance – May 2019 - current
Advisory Board Member, Cognizance – Mar 2020 - current
Investor Director, TracPlus – May 2020 – current
Investor Director, Mobi2Go – Mar 2019 - current
Advisory Board Member, Frank TKH – Sept 2016 – current
Board of Governors, Scots College – Sept 2016 – Sept 2020
Board of Trustees, Brooklyn School – June 2016 – June 2019
Advisory Board Member, Tourwriter – Dec 2015 – Apr 2019
Advisory Board Member, Kiwi Landing Pad – Jul 2015 – Mar 2018
Independent Director, New Zealand Registry Services – Jul 2012 – Mar 2018
Chairman, Zeosoft – Sept 2010 – Nov 2016
Director, Roof Safe Systems – Mar 2013 – May 2016
Advisory Board Member, Yellow Brick Road – Nov 2014 – Sept 2015
Independent Director, Global Career Link – Sept 2010 – Mar 2013
Advisory Board Member, Vitapower – Oct 2009-Sept 2010
Independent Director, AbsoluteIT – March 2008-Feb 2009
Chairman, Wellington International Sevens – Aug 2006-July 2008

EDUCATION

Bachelor of Commerce - University of Canterbury

PROFESSIONAL MEMBERSHIPS

Member – Institute of Directors

REFEREES

Upon request