

02 June 2016

## Comvita makes leadership team appointments

Global natural health products company Comvita (NZX:CVT) has promoted Mr Ben Shaw to the position of Chief Marketing Officer (CMO) and Mr Simon Pothecary to the position of Chief Sales Officer (CSO).

Comvita CEO Scott Coulter said, “Mr Shaw has responsibility for our global marketing strategy, planning and execution for Brand, Category and Product, Regulatory Affairs. His role will ensure a high degree of coordination across our businesses and markets and deliver a consistent brand experience.”

“Mr Pothecary will develop, lead and implement global sales strategies, in-market promotional campaigns and communications and ensure the right organisational structure is in place to support the global strategies. He will maintain and strengthen Comvita’s relationship with its customers, wholesalers, retailers and key accounts.”

These two appointments will expand the current Leadership Team, which will then comprise:

- Scott Coulter, Chief Executive Officer
- Mark Sadd, Chief Financial Officer
- Patrick Brus, Chief Corporate Services Officer
- Colin Baskin, Chief Supply Chain Officer
- Sharon Hollenstein, Chief Innovation Officer
- Ben Shaw, Chief Marketing Officer
- Simon Pothecary, Chief Sales Officer

Mr Coulter said, “these appointments complete our Executive structure and both Mr Shaw and Mr Pothecary will work closely with me, as part of the senior Leadership Team. This team will enable us to meet the wider needs of the business as we continue our focus on strong growth in earnings, building scale and increasing our sales base.”

Background information:

### **Chief Marketing Officer (CMO), Ben Shaw; BA, PGDipCom (Marketing)**

Ben Shaw joined Comvita in September 2015 as General Manager Category. He was previously Senior Category Manager at Asahi Premium Beverages where he oversaw the Beer and Cider portfolios. During this period he launched a number of new brands including the Boundary Road Brewery craft beer range and worked with multiple international brand owners. Prior to this he was Marketing Manager at Les Mills International and held numerous marketing roles at DB Breweries.

### **Chief Sales Officer (CSO), Simon Pothecary; BA, DipM, DipF**

Simon Pothecary joined Comvita in 2006 as General Manager UK, Europe and the Middle East before becoming the General Manager of Australia in 2014. His responsibilities have recently been expanded to include domestic NZ, UK and the USA. Prior to Comvita, Simon was a Marketing Director for Consumer Healthcare at GlaxoSmithKline and prior to that, held global and local marketing roles at Pfizer Consumer Healthcare.

Ends

**For further information:**

Comvita Chairman, Neil Craig, 021 731 509

Comvita CFO, Mark Sadd, 027 707 9698

Comvita Communications Manager, Julie Chadwick, 021 510 693

**Background information**

**About Comvita** ([www.comvita.com](http://www.comvita.com))

Comvita (NZX:CVT) is a global natural health products company committed to the development of innovative products, backed by ongoing investment in scientific research.