

Briefing pack for New Zealand Trade and Enterprise

Opportunity: GM – Export
Customers

Briefing pack

GM – Export Customers

Robert—
Walters



The opportunity

The General Manager of Export Customers at NZTE will drive international growth strategy and deliver exceptional customer experiences. You'll champion the voice of exporters, ensuring seamless service across channels while focusing on operational excellence, leadership, and team culture. **This impactful leadership role includes global influence and travel.**

Key responsibilities include managing the Export Customer experience, leading a high-performing team, driving operational excellence, and building strong relationships with senior export leaders.

Find out more from Peter Chrisp [here](#)

About NZTE

NZTE plays a pivotal role in accelerating New Zealand's global impact by enabling businesses to scale internationally. With a deep understanding of export markets and a network of connections, they provide tailored strategies and support to help companies navigate the complexities of global trade. Leveraging their expertise in innovation and market expansion, NZTE empowers businesses to thrive on the world stage, all while fostering a culture of ambition, collaboration, and integrity.

NZTE's mission and values

NZTE's mission is to grow New Zealand companies internationally—bigger, better, faster—**for the benefit of New Zealand.**

People

NZTE's team of 700+ people works across nearly 40 global locations, supporting New Zealand exporters in more than 100 markets.

Adventure

Adventure is at the heart of NZTE's approach. They embrace experimentation and learning, understanding that growth comes from stepping out of the comfort zone and learning from both successes and setbacks.

Ambition

At NZTE, ambition drives everything they do. Their commitment to pushing boundaries and striving for excellence enables them to help New Zealand companies grow bigger, better, and faster on the international stage. This relentless pursuit of greatness fuels their work, ensuring they always exceed expectations and deliver impactful results for their customers.

Honesty, Trust, and Manaaki

Honesty, trust, and manaaki are foundational to NZTE's relationships and operations. They believe that true collaboration is built on transparency and integrity, where open communication leads to stronger partnerships.

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About the role

The General Manager of Export Customers will focus on refining NZTE's customer-focused initiatives, ensuring that exporters receive tailored support to achieve global success. This role is about connecting strategy with execution, shaping operational models, and overseeing cross-functional teams that drive customer impact. You'll be instrumental in building a collaborative environment, ensuring that NZTE's export services evolve in line with market needs.

Areas of competence

- Leadership and People Management
- Global Market Knowledge
- Strategic Thinking and Execution
- Customer Experience Management
- Operational Excellence
- Relationship Building and Stakeholder Management
- Stakeholder Engagement and Communication

Candidate Timeline

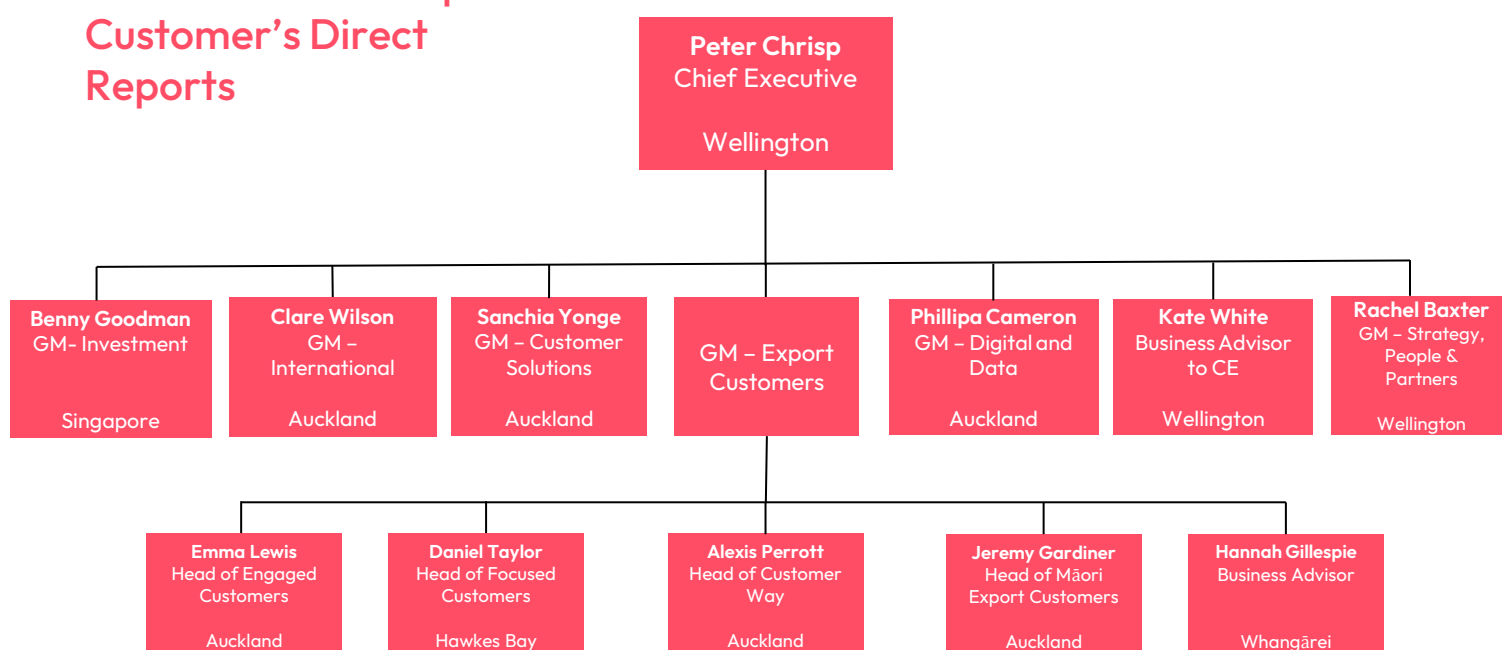
Applications close	Deadline for applications	30th March 2025
Longlist Interviews	Behavioural based interviews conducted by Neil Munro	31 st March – 11 th April
Shortlist Panel Interviews	Appointment Committee conduct panel interviews with top 3 to 5 candidates	W/C 28 th April and W/C 5 th May
Psychometric Assessments	Candidates progressing from the panel interview stage to complete psychometric testing	W/C 5 th May and W/C 12 th May
Second Interviews	Second interviews will be conducted by NZTE for candidates progressing to the next stage.	20 th – 22 nd May
Coffee catch up with Pete, Due Diligence and Offer Negotiation	Final catch-up with Pete. Final probity checks conducted. Offer negotiation completed.	From 3 rd June

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GM – Export Customers

Organisational chart

Executive Leadership
Team and GM – Export
Customer's Direct
Reports



Position Description

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REPORTS TO	LOCATION	DIRECT REPORTS	GROUP
Chief Executive	New Zealand (Prefer Auckland)	5 direct reports Total team of 90	Export Customers

Our purpose is to grow companies internationally
– bigger, better, faster –
for the good of New Zealand

The Role

The General Manager takes overall responsibility for the Export Customer experience, through both human and digital channels, so that NZTE has the biggest possible impact on growing companies internationally.

WHAT'S THE ROLE ABOUT

The most important work of this role is to...

Deliver impact for the Customer

- Deliver on the NZ and NZTE strategy for export growth
- Own the Export Customer experience on behalf of NZTE
- Be the voice of the customer across NZTE, and across NZ
- Work with NZ Inc agencies to ensure a seamless, joined up experience for customers.

A people leader and culture builder

- Deliver both NZTE and Export team culture, including role modelling our characters.
- Support the people to perform and grow, including building leadership capability
- Manage succession for roles in your Group.

Lead operational excellence

- Own, deliver and refine the operating model, "The Customer Way", including the NZ based account management system
- Use management systems, data and technology to drive performance of the Export Customer Team.

Success in this role means:

- We create tangible commercial outcomes for our customers.
- We deliver our desired customer experience
- We perform as ONE Global Team.
- We grow our culture and people
- We act as a voice for exporters in NZ

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WHAT CAPABILITIES ARE NEEDED TO SUCCEED

- **An experienced leader** – Someone who walks the talk in terms of people leadership, coaching, empowering and building high performing teams, and shaping organisational culture in a distributed environment.
- **Commercially strong** – Someone who understands and has experience in how international exporting works, and how to grow companies internationally
- **Operational delivery** – Someone who has a proven ability to design and apply an operating model, and deliver results through good operations.
- **Relationship builder and connector**– Someone who is able to develop and maintain trusted relationships across different parts of NZTE, and across NZ. Be able to build connections with senior leaders of NZ Exporters.
- **Outstanding communicator** – Someone who is able to build rapport quickly, and tell persuasive stories, both internally and externally .
- **Sound strategist** – Someone who can fully participate in and contribute to the evolution of the strategy of NZTE, and contribute to the strategy of government

Other requirements:

- Prefer Tertiary qualified
- Able to travel extensively, both in NZ and Internationally

This role will model our characters, and will lead consistent with our leadership model:

Our characters:

- **Ambition drives us** – Our ambition for our customers is high, and we always rise to the occasion. We help meet their business expectations by expecting greatness of ourselves.
- **Adventure teaches us** – Experimentation is more powerful than perfection, as only through learning from our missteps can we truly succeed. That's why 'giving it a go' is the best way to learn.
- **Honesty frees us** – We explore challenges with an open mind. Only when we ask questions and truly listen can we discover the right way forward.
- **Trust binds us** – Our people may be worlds apart, but it's trust that holds us together. Growing a nation is only possible when we keep promises and honour commitments.
- **Manaaki is us** – We celebrate the mana (strength and dignity) of each other as being equal to or greater than our own. We strive to enhance mana in everything we do through our hospitality, generosity and mutual respect.

It's when these five characters work together that we truly become One Global Team – that's the real superpower of the organisation and determines how we deliver for our customers.



AMBITION
Drives us



ADVENTURE
Teaches us



HONESTY
Frees us



TRUST
Binds us



MANAAKI
Is us

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How we lead at NZTE:

At NZTE we define leadership as *"enhancing mauri to deliver impact"*.



Contact us



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