



## MEDIA RELEASE

### EROAD appoints Chief Marketing Officer

**Date** 13 November 2018

EROAD is pleased to announce the appointment of Genevieve Tearle to the role of Chief Marketing Officer.

Genevieve brings to the role experience gained working across Europe, Asia, and Americas. Her experience covers Consumer Durables, Consumer Electronics, Lighting and FMCG industries, in both B2C and B2B environments. She has held key roles in New Zealand and European corporates and understands the drivers for commercial success.

CEO Steven Newman said "improving marketing competencies has become increasingly important for EROAD as we continue to expand beyond our strong base in New Zealand, across the USA and into Australia. Genevieve brings a wealth of international experience gained in global markets, and we look forward to her bringing this expertise to benefit EROAD."

The CMO role is a new role for EROAD and will enable us to build global marketing capabilities. In particular, the business is focused on developing capabilities in marketing strategy, demand generation, and product marketing management.

Genevieve was most recently Chief Marketing Officer for Fisher & Paykel Appliances. Prior to that she led Consumer Sales & Shopper Marketing for Philips Lighting Growth Markets based in Singapore, was the Business Head for Domestic Appliances and Coffee for Philips in India, Global Product Marketing Director for Philips Televisions based in Amsterdam, and held roles in Market Management for Philips which saw her work across Europe and Asia. Genevieve started her career in New Zealand with New Zealand Dairy Foods (now a part of Fonterra). She holds a BMS Hons. from the University of Waikato in Marketing and International Management.

"We are delighted that Genevieve has agreed to join EROAD and build our marketing team and competencies. We look forward to her having an impact on the commercial success of the business" said Steven Newman.

***For further information contact:***

Steven Newman  
Chief Executive Officer  
EROAD Limited  
DDI: 09 927 4713



Email: [steven.newman@eroad.com](mailto:steven.newman@eroad.com)

### ***About EROAD***

EROAD's focus is on making our roads safer and more sustainable, through offering easy-to-use, accurate and reliable technology solutions to answer complex transportation problems. EROAD introduced the world's first nationwide electronic road user charging system in 2009 in New Zealand, enabling road carriers to obtain distance licences for their vehicles and pay road user charges (RUC) electronically, on a platform that also supports superior fleet and vehicle management. More than half of heavy vehicle RUC in New Zealand is collected electronically and EROAD collects more than 80% of heavy vehicle eRUC. EROAD has also seen a rapid adoption of its health and safety compliance services, in both heavy and light vehicles, including driver feedback and behaviour, to help operators improve safety outcomes and meet chain of responsibility commitments. EROAD's data analytics help improve road design and maintenance.

[www.eroad.co.nz](http://www.eroad.co.nz)