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EROAD exemplifies NZ technology's 'sweet spot', says new director

NZTech CEO Candace Kinser says a factor in her decision to join the board of transport technology and services company EROAD is that the company exemplifies the country's technology 'sweet spot'.

Kinser, who succeeded in leading a technology start-up to go global several years ago, and who combines her oversight of industry organisation NZTech with a number of board roles, says Kiwi technology firms excel at niche and sometimes unusual software and hardware offerings that can lead the world.

"We have a way of taking a weird and different look at things, but the results are incredibly creative," she says. "We connect the dots differently in a way that no one else can. EROAD's solution is a shining example."

Also appealing was the role geospatial technology plays in the company's services and her own close interest in this field.

"As well as knowing and respecting the business enormously, it's deeply involved in a particular field that I'm very interested in," she says.

Ms Kinser is a member of the Government Geospatial Executive Group.

"I'm fascinated by ways in which geospatial technology can enable people in new ways," she says. "I think I can be an asset to EROAD as it continues its growth."

Ms Kinser says she's pleased to have been asked to join the board as EROAD is a company that has a significant competitive edge.

"I've known the founders and CEO of EROAD for some time and been impressed by the ability to find significant commercial opportunities, earn the trust of thousands of customers as well as government agencies, take on the US market and develop a work culture that is nothing less than inspired.

"I see many successful, high growth companies in my role with NZTech, but EROAD is a stand out. The team is outstanding and my fellow directors are truly world-class."

EROAD chairman Michael Bushby said the company was delighted Ms Kinser had accepted an invitation to join the board.

Ms Kinser is the fourth independent director on the board, joining Ports of Auckland CEO Tony Gibson, managing director of Triple T Consulting Sean Keane, and Mr Bushby. CEO Steven Newman is EROAD's fifth director.

Mr Bushby said the company saw governance by an independent board as critical to its success as well as to represent the interests of the company's 90 shareholders, many of whom worked in the business.

"Strong governance has been a focus from the outset," said Mr Bushby. "Candace's expertise and experience will add to the oversight and strategic depth of our team."

For further information:

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About Candace Kinser

Candace is an experienced director, CEO, and technology entrepreneur. She has Masters level qualifications in international business, governance and management. She is CEO of the New Zealand Technology Industry Association (NZTech), a director of McCashin's Brewery and a Trustee for the Well Foundation. She was chief executive of successful Kiwi scientific software company Biomatters through its start-up and development. Biomatters won the NZ HiTech Emerging Company of the Year in 2012. Candace is an Advisory Board Member of the University of Waikato's Cyber Security Lab, and a New Zealand Chapter Director for the Cloud Security Alliance.

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