

Media Release

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QUALMARK NEW ZEALAND COMPLETES TEAM

Qualmark New Zealand has recently completed its National Sales and Account Management team with the appointment of new staff Jared Boyle and Anne Zeeman, and the internal appointment of Sarah Nelson to the line-up.

Jared Boyle is working with the Self Contained & Serviced accommodation sectors while **Anne Zeeman** is responsible for the Guest & Hosted and Exclusive accommodation areas.

Most recently Jared was part of the launch team for the *Herald on Sunday* newspaper. A short break in South East Asia, last winter, saw Jared complete a dive course as a PADI Master Scuba Diver Trainer. Jared worked in London for TNT magazine after graduating from Massey University with a BA in Media Studies and Communication.

Anne joins Qualmark New Zealand from a role as Director of International Sales for Grand Hotels International. Her extensive hotel sales experience spans international markets that include UK, Europe Japan and the United States. Previously Anne was with MCK (formerly CDL Hotels) in a role that also included corporate sales.

As Account Manager, **Sarah Nelson** is focused on the services sectors of the industry. This includes diverse areas such as retail shopping, conference venues and airport facilities. Sarah works closely with Qualmark licence holders to profile the Qualmark® in their own marketing. She holds a Bachelor of Business degree in Management and Tourism.

The objective of the newly developed roles is to provide improved service to Qualmark's 1400 plus licence holders, comments Chief Executive Geoff Penrose. "We're aiming to provide a seamless service, by giving one key point of contact for our licence holders," says Geoff. "Jared, Anne and Sarah assistance to licence holders is quite broad. They'll be working with operators who currently hold a Qualmark to help them maximise its value to

their business and liaise on all aspects of their assessment process. In addition, they will also be promoting our quality assessment system to potential licence holders.”

Qualmark New Zealand is looking towards to a doubling of its licence holder numbers in the next three years. Currently the total number of licence holders stand at 1415 of which 1049 are from the accommodation sector and 366 are endorsement licences.

Qualmark New Zealand is a joint venture of the Automobile Association and Tourism New Zealand and endorsed by the New Zealand Tourism Industry Association and leading industry groups. All tourism businesses are eligible to apply. **ENDS**

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