

CV Chris Yorke



Summary

- Appointed CEO of the Austrian Wine Marketing Board on 1 January 2020
- 15 years of experience with New Zealand Winegrowers, the national organisation for the country's wine industry. Primarily responsible for developing the marketing of New Zealand wine on a global scale.
- During this time, export volumes increased from €175 million in 2004 to over €1 billion in 2018.
- Expertise in international wine markets and experience of how a small country with 300 wine exporters can use a high-performance strategy to successfully position itself on the international market.
- Strategic business management based on pragmatic, customer- and market-oriented marketing plans, taking into account and integrating the needs of winegrowers and wine regions.
- Degree in Business Administration in England
- Language skills: Fluent German, Swiss German and English

Professional experience

From 2020:

CEO of the Austrian Wine Marketing Board, Vienna, Austria

Responsibilities: Development of the marketing of Austrian wine on an international scale.

Other roles: CEO of the ÖWI Handels GmbH and Chair of the supervisory board of the Austrian Wine Academy

2004–2019

Global Marketing Director, New Zealand Winegrowers, Auckland, New Zealand

Responsibilities: Development of the marketing of New Zealand wine on a global scale on behalf of the national marketing organisation for New Zealand winegrowers

2002–2004

Marketing Director, American Express NZ, Auckland, New Zealand

Responsibilities: Management of all customer relationships and marketing initiatives, including sponsorship of the American Express Viaduct Harbour during the America's Cup

1999–2002

General Manager, Sony Card Europe, London, England

Responsibilities: Development and establishment of a new company within Sony; product launch of a credit card in Great Britain and Spain

1997–1999

Change Manager, Sony Europe, Cologne, Germany

Responsibilities: Management of a change programme aimed at transforming the European business from a product-oriented to a country-oriented organisation

1994–1997

Strategic Human Resource Manager, Roche Pharma, Welwyn Garden City, England

Responsibilities: Management of a change programme following the takeover of a competitor, ensuring the integration of the different services

1992–1994

Corporate Planning Manager, Sony Europe, Cologne, Germany

Responsibilities: Budgeting and financial controlling for 15 European countries

1989–1992

Country Manager Middle East and Southern Asia, ICI Agrochemicals, Surrey, England

Responsibilities: Sales and marketing in 10 different markets

Education

1985–1989

Aston University, England

Bachelor of Science in Business Studies and German, graduated with First Class Joint Honours (top 8%)

Languages

English:	mother tongue
German and Swiss German:	fluent
French:	good