



## CAPABILITY STATEMENT



# MARK MCKENZIE

Diploma of Applied Science (Agriculture) –

*Dookie*

*MAICD*

### Areas of Expertise

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- Business Strategy
- Rural Industry Leadership
- Policy Development
- Industry & Government Projects
- Brand Development & Marketing
- Communications & Stakeholder Engagement

Mark is the General Manager of Meridian Agriculture, with a background as CEO of a number of industry organisations in the wine industry and irrigation sector. He has a farming background in beef cattle, prime lamb and cereal production, and more latterly in wine grape and olive production.

Mark has extensive experience in strategic communications at industry and enterprise levels; industry policy and program development; project consulting; and government relations. He also has extensive experience in consumer brand development and marketing – particularly for the wine industry.

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