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By Matthew Jones

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Freshmax NZ promotes Terry Brown

Newly created role focuses on identifying opportunities for expansion across the business



Terry Brown has been appointed general manager – business development at Freshmax New Zealand

Freshmax New Zealand has appointed long-standing team member, Terry Brown, to the newly created role of general manager – business development.

Brown has been tasked with identifying opportunities for expansion across the Freshmax New Zealand business. Working with the wider Freshmax Group, Brown will help develop a national category strategy, support strategic group supply initiatives, and drive the growth of key accounts and retail partners.

“After six years of service, it is great to offer a highly valued team member like Terry this new and exciting opportunity - one that recognises his knowledge, expertise and potential within our business” said Andrew Common, Freshmax New Zealand chief executive.

“Freshmax’s business in New Zealand is growing. Terry’s new role will ensure that we have the right resources in place to take advantage of the opportunities in front of us.”

Brown said there is plenty of scope to expand the Freshmax New Zealand business.

“We will focus on developing existing and delivering new commercial relationships with our key customers and supply base,” he explained. “We will continue to develop a focused category strategy, supported with strategic supply and product initiatives, to drive sustainable growth through the supply chain.”