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By Matthew Jones

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Rockit Global makes key appointments

Mark Pay promoted, Tom Lane signs on as new general counsel



Mark Pay is Rockit Global's new general manager global sales

Rockit Global has promoted Mark Pay to the role of general manager global sales.

Pay assumes the role this week, replacing the outgoing Grant Walsh at the New Zealand-headquartered fruit company, which grows and markets the trademarked Rockit apple.

"Mark has been with the business for four years," said Mark O'Donnell, chief executive of Rockit Global. "In that time he has been instrumental in establishing direct China customers, and more recently expanding Rockit sales throughout South-East Asia and the Middle East.

"He has considerable expertise in developing new markets, spearheading new product development, and building key retailer relationships as well as first-hand, on-the-ground experience of our consumer markets and customer drivers.

"We're delighted to move Mark into a new role where his strategic capability

and progressive thinking will come to the fore, particularly as he begins establishing additional market managers in key markets around the world."

O'Donnell thanked Walsh for his contribution to the company.

"Since joining Rockit Global in May 2019, Grant immediately improved our domestic and international grower relationships, and helped lead Rockit sales through the pandemic-affected season," O'Donnell said.

Rockit has also appointed a new general counsel, with Tom Lane joining from Coca-Cola Amatil.

Lane, who has a background in commercial law, begins his new role in May.

"Tom comes to us with significant experience in both governance and negotiation – critical skills for a business poised to continue growing its shareholder and investor base, and expanding into new global markets," O'Donnell said.

After a record sales year in 2020, Rockit will open its new global headquarters in Hawke's Bay in mid 2021.

O'Donnell, who himself [joined Rockit in early January](#), said the skill and capability of his team would ensure the branded apple variety continues to prosper.

"This year (2021) is already pegged to be Rockit's most exciting year yet, and with some ambitious projects in the works and such an accomplished team at the fore, we are in the best possible position for success."

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