

# Mark J Brinsden

## QUALIFICATIONS

2005	University of Auckland	BCom - Economics & Finance
2014	Canterbury University	GradDipSci(Biochem) - Distinction
2015	Otago School of Medicine	BBioMedSci(Hons) - First Class
2015	NZOIA	Bush 1 Field instructor

## PROFILE

I am a highly qualified professional with strong expertise in tourism, both as veteran tour leader - freelancing for premier-branded tour operators - and as the founding director of two tourism companies. I possess practical operational skills in running nationwide bespoke tours and with my diverse academic and professional backgrounds I bring a unique skill set to my roles, placing me in an unrivaled position within the tourism field.

Key skills include creation and execution of customised tour products, company management, guide training, B2B liaising, online marketing and sales, business development.

## EMPLOYMENT HISTORY

### 2015 - Present                      **Tourism Operator/ Company Director/ Tour Guide**

I have founded two Limited Liability companies which I use to conduct customised and specialised tours in NZ. I am also a freelance tour guide, concentrating mainly on the high-end clientele and/or physically active tour styles. As such I function as the in-country operator for luxury USA based travel companies and am the senior guide and in-country agent for these international companies.

#### Key Achievements

- Founding director of two start-up companies in the NZ tourism market
- Helped to grow NZ based tour operations for multi-national tourism brands
- Ran marketing events at international expos in United Kingdom and Canada
- Exceptional performer as a tour leader, organiser and guide
- Ongoing quality assurance for NZ tours wrt accommodation and hospitality providers
- Training of new guides for NZ market
- Established booking and marketing channels for industry operators within NZ markets
- Management and accounting for my own two companies

### 2006 - 2010                      **Stockbroker/Equities Dealer**

**Company:** HHG LTD Sharebrokers, ABN AMRO Craigs

**Role Profile:** I dealt directly into the NZX and ASX markets as a Market Operator and provided investment and trading advice to private investors.

#### Key Achievements

- Youngest stockbroker in NZ at the time
- Key account manager for institutional traders

## PERSONAL INTERESTS

Extensive travel experience - 30+ countries visited. Adventurer - embarking on 4 month cycle-tour of Nordic region (2019), cycle-toured 6 months across Europe (2016) , motorcycled Himalayas of India (2018), long distance hiking in Nepal, Mongolia, India. Completed Ironman NZ in 2016 and am an avid runner, cyclist and hiker.