

# Emma Wright

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## Business reputation and brand experience consultant.

Emma Wright is an independent Brand Consultant who works with companies to help align their internal business practices and strategies to their external reputation.



Emma's passion is helping shape businesses behaviour for growth, utilising her talent to understand current customer perception, crafting desired perceptions and understanding value from a customer perspective. She is a dynamic public speaker and creative thinker who is an advisor to rising stars.

Emma Wright is also an Artist and GM for the successful Emma Wright Art Business.

Emma is a business professional with over 15 years of brand consulting and marketing experience in growth companies including New Zealand Post, Carter Holt Harvey, Formway Furniture, MCom, Datamail, Surf Life Saving New Zealand and Maui Pipeline.

Emma is a highly creative person with a balance of business, marketing and artistic skills that enables her to be an effective business/brand strategist. Her career has spanned guiding people in the Fiordland Mountains, through starting a financial education business, to corporate brand consulting.

Highlights of Emma career include: being head hunted by New Zealand's leading Brand Experience Business without any previous experience; getting a distinction for her MA having submitted the shortest ever thesis in her field; being invited to exhibit at New Zealand House in London after only painted for two years.

In addition to her Art and consulting career, Emma has entrepreneurial experience having started several businesses.

Emma's passion and commitment for success and taking on challenges is evident in her non-professional life where she has won national awards in mountain biking and regional awards for road cycling.

Emma has a Management Degree from Lincoln University and an MA (with distinction) from Victoria University.