

# Anna Campbell

## Chief People and Transformation Officer

### Mitre 10

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Currently the Chief People and Transformation Officer for Mitre 10, Business Owner of a multiyear programme that sits across core operating systems and processes, Anna also heads up the Mitre10 Strategic Office. Previously she ran a consultancy practice supporting clients to create a strategy with a focus on Customer Experience, Culture and Leadership Development.

Anna's held contracting and permanent executive roles at Sky Television, ASB, FAB Group and The Warehouse Group in Customer, People, Strategy, Transformation and CEO capacity. Anna's teams have received numerous awards and Anna was the first New Zealander to win a Conscious Business Leadership award.

Anna also holds a number of Board and Advisory Board positions including Chair of the Chnml Advisory Board, White Ribbon Trust Board, Institute for Strategic Leadership Advisory Board, The Massey University Business School Advisory Board and St Marys Primary School Board.



Passionate about the future of New Zealand, Anna advocates that all businesses should play a critical role in social change. With a particular focus on reducing domestic violence in New Zealand Anna is a White Ribbon Ambassador (the first female one in New Zealand), keynote speaker, and regularly fronts the media about the role businesses can play to create positive social change.

She loves time with her family, skiing, the great outdoors, DIY and eating dark chocolate with abandon!