



## **Justin Watson, General Manager – Marketing Communications | Tourism New Zealand**

Justin is responsible for the strategic development and along with his team the deployment of all international marketing campaigns which facilitate the execution of the three-year strategic plan.

Justin joined Tourism New Zealand from McDonalds, where he has had key marketing roles over the last five years, the last three and a half as their Director of Marketing. He has had an extensive and successful marketing career over the last 13 years, which has included a variety of marketing roles with Coca Cola and DB.

Justin has sound strategic marketing and management experience and a demonstrated track record of successfully achieving marketing and business outcomes. This includes equity building, new product/brand development, brand and channel strategies, media planning, research, communications and consumer and trade activations.