

Candidate Details

Nominations to Natural Health Products NZ Executive Board 2020

Claycomb, Rod

Co-Founder and Innovation Director, Quantec Ltd

Dr Rod Claycomb is the Co-Founder and Innovation Director of Quantec Ltd, a New Zealand company specialising in the development and commercialisation of high value naturally derived bioactives. He has an extensive background in the dairy industry, filling roles from pure and applied research through commercialisation. Prior to Quantec, he was the founding CEO of Sensortec Ltd and prior to that, the Director of R&D for Waikato Milking Systems.

He is a Member of the New Zealand Institute of Directors and currently serves as a Director on several commercial boards as well as a Director and Trustee of the Kudos Science Trust and All Good Ventures Charitable Trust, a family-run charity. His areas of expertise include bioactives, biosensors, agritechnology and commercialisation. He holds a PhD from the University of California, Davis in Biological and Agricultural Engineering. He is the author of numerous publications and inventor on seven patent families.

Rod is passionate about New Zealand's place in the world for natural health-related companies and believes that it can continue to be influential on a global scale which will help New Zealand natural health companies succeed. He is a firm believer in continuing a collaborative approach with government agencies and organisations, which he sees as one of New Zealand's core strengths.

Lehrke, Peter

Chief Technical Officer, Pharmanz Limited

As a biochemist and nutritionist Peter has extensive technical, R&D, manufacturing and general management experience in the foods, pharmaceuticals, supplements and cosmetics industries, bringing more than 30 years of industry experience to the Board.

His career began at Glaxo Pharmaceuticals where he developed generic medicines and then managed the tablet manufacturing department. From there Peter moved to animal health formulation development for Nufarm (now Agenta), and then to Douglas Pharmaceuticals. It was here that Peter led the design and project team for a \$9 million pharmaceutical facility in Fiji, which he commissioned, obtained GMP certification and established the operations. After returning to New Zealand Peter set up technical consulting company Pharmatech, and held positions as General Manager at GMP Pharmaceuticals and R&D Manager at NIG.

Peter has now established a new contract manufacturing factory in Hamilton called PharmaNZ Limited, specialising in dry oral dosage forms (capsules, tablets and powders) with a full range of powder packing options.

Peter has been on the Natural Health Products NZ Board since 2003.

Rasmussen, Phil

Technical Director, Phytomed Medicinal Herbs Ltd

M.Pharm., M.P.S., Dip. Herb. Med.; M.N.I.M.H.(UK), M.N.H.A.A; F.N.Z.A.M.H.

Phil is a founding director of Natural Health Products NZ and has been on the board since 2002. He is also the founder and R&D Manager of Phytomed Medicinal Herbs Ltd, which manufactures practitioner-only herbal products for its own and 3rd party brands, and the Kiwiherb range of consumer herbal products. He is also an experienced herbal practitioner and has practiced phytotherapy at a clinic in Auckland for 26 years.

Before pursuing herbal medicine, he worked for more than 10 years as a pharmacist.

Over the years Phil has written and presented extensively on a wide range herbal subjects for practitioner, consumer and industry audiences. He is the former Deputy Chair of the Interim Expert Advisory Committee on Complementary & Alternative Medicines established by the NZ and Australian governments, and in 2016 was appointed Chair of the Interim Technical Expert Advisory Committee on Natural Health Products - Permitted Substances List Subcommittee, established by the NZ Ministry of Health.

As the founder of a local GMP certified manufacturer, Phil feels strongly about a wide range of issues of relevance to the local natural health product industry, including supply chain, ethical, regulatory and health policy considerations. He is a passionate advocate for the robust growth of a strong and export-focussed New Zealand natural health product industry.

Whitley, Ben

General Manager – New Zealand, Swisse Wellness

Ben Whitley has been the General Manager of Swisse New Zealand for the last twelve months having held various senior sales roles within the business over the last five years. Ben is an inspirational and strategic leader to a local and growing team of marketers, sales professionals and support team members based around the country. Ben has fostered strong customer relationships across the retail landscape including export and Diagou channels with focus on the China market. Ben has an in-depth understanding of China market dynamics after years of experience developing export channel sales with a focus on downstream customer mapping.

Ben's focus on culture and brand has enabled Swisse to be one of the fastest growing VMS and natural skincare companies in New Zealand. Ben has a passion for whole-person wellness promoting a corporate culture that ties employee health to performance.

In 2017, Ben participated in an Alibaba cross-border innovation training programme called CAMP bringing together emerging leaders from NZ, Australia and China. CAMP endeavoured for delegates to learn design thinking, upskill cross cultural leadership and design solutions to global issues. Ben led a project team that focussed on China e-commerce and how to engage NZ and AU consumer good SME's to utilise Alibaba platforms to increase trade.

Ben seeks election to the board as he is passionate about the natural health products industry and believes he could positively contribute to industry development given his unique background and skillset.