

VIV BECK FOR MAYOR

BIO MATERIAL

CHIEF EXECUTIVE ROLES

- **Chief Executive, Heart of the City (2015-present)**
Auckland city centre's business association
- **Communication Arts (2001-2006)**
A design, print and logistics agency with offices in Auckland and Wellington.

GOVERNANCE ROLES

- **Auckland City Centre Advisory Board (Chair 2018-2021)**
- **Mackelvie Trust (2014 – present)**
Governs the historic art and book collection of the late James Mackelvie, housed at Auckland Art Gallery, Auckland War Memorial Museum and the Auckland Public Library
- **Director, Grow Wellington (2007-2010)**
Established to undertake the economic development components of the Wellington Regional Strategy
- **Trustee, Wellington Museums Trust (2005-2010; Chair 2008-2010)**
Operates the largest grouping of arts and cultural institutions in Wellington

SENIOR LEADERSHIP ROLES

- **Auckland Art Gallery (2012-2013)**
Deputy/Acting Director
- **Ministry of Foreign Affairs & Trade (2010-2012)**
Director of Communications and member of the Senior Leadership Team
- **New Zealand Post (1996-2001)**
General Manager Communications & member of Senior Leadership Team

Viv is a champion for Auckland. She stood up for businesses affected by City Rail Link construction to secure hardship funding and a commitment to support businesses affected by future large-scale infrastructure projects. While there is still work to do to ensure a fair outcome for impacted businesses, these commitments are unprecedented in New Zealand.

She led the turnaround of a medium-sized business facing changing market conditions. Results included an increase in EBIT, a revitalized offer that led to new business growth, improved customer satisfaction and strong levels of employee satisfaction.

Viv is also a champion for community, and has been involved with a variety of small businesses, including establishing and managing a small catering business. She co-wrote a leadership book to help young women progress their careers and subsequently spent time as a leadership panelist and speaker.