

A team of experienced experts in technology, trading and sales



Kevin O'Sullivan – Founder and CEO

“We targeted dairy as our first vertical as we had experience and knowledge in the sector and could see growth in volumes. Volume growth was driven by increasing demand and the increasingly wealthy Asian market. Added to that was the decision from the EU to remove production caps for dairy production, which had been in place since 1984.”



Dr. Vladimir Managarov, PhD – Chief Technology Officer

Vladimir specialises in creating complex web solutions to successfully fulfil business needs. He brings a clear view of time and resource allocation strategies. He has extensive experience in Europe and New Zealand, and prior to joining Nui held a number of senior development roles with Yellow New Zealand, Evanti and Raduga Internet.



Rebecca Swinson – Chief of Customer, Product and Delivery

Rebecca works closely with customers and our technical team to define and deliver platform improvements to meet the varying needs of our customers. Prior to joining Nui, Rebecca led business transformation initiatives for a number of large organisations across multiple sectors including finance, electricity, telecoms and FMCG sectors.



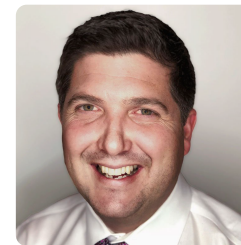
Ashley Honey – Markets Expansion, Americas

Ashley has more than 15 years' experience in commodities, foreign exchange trading and treasury risk management. Armed with this experience, Ashley has been able to become very knowledgeable on the Ethanol markets in Brazil and the opportunity it presents.



Jeppe R.S. Joeker – Europe – Lead

Jeppe is heading up Nui's presence in Europe. Jeppe is a strong sales professional with extensive knowledge of the European dairy trade industry and expertise in sales, logistics and primary industries. Before joining Nui, Jeppe was a key accounts manager at Arla agriculturals, where he played an important role in developing and implementing the Arla Cheese online trading platform.



Jonathan Spurway – Americas – Lead

Jonathan is based in Seattle, Washington and is the head of Sales for Nui North America. Jonathan has more than 17 years of experience in the agricultural and value-added ingredients sector. From Auckland, New Zealand, he started his career in the Dairy industry, working for Fonterra Group Cooperative. While at Fonterra, Jonathan worked across the globe in technical and commercial capacities, spending time in the Americas, North Asia, China, Southeast Asia and Europe.

Governance

The Board of Nui Markets is made up of founding investors, with Mike Petersen as the Independent Chair. Nui's directors and advisors have extensive experience in the global agribusiness sector which has lent them a deep understanding of the role of technology in enhancing international trade. These strategic and governance insights draw on the valuable experience of people involved with various companies, including Global Dairy Trade (GDT), KPMG and Open Country Cheese.

As Chair, Mike has a strong background in international trade and markets having served as New Zealand's Special Agricultural Trade Envoy for 6 years alongside his other commercial governance roles with ANZCO Foods and several large agribusinesses. Mike has also worked as an advisor to a number of NZX listed companies involved with carbon forestry farming.

It is anticipated that with the growth of Nui and the success of the Series A round, the board of Nui Markets will continue to evolve by strengthening the range of skills, knowledge and experience that will be required for a rapidly growing, international, digital business.

A growing company

In 2022, to meet the needs of the business as it grows, we will expand the technical team, establish teams for DAO in Europe & the multi seller in the US, and engage in-market agents in Asia. Beyond this, we will bring on resources to support expansion into new sectors and separate operational & change responsibility to enable the right levels of support. In the next 2-3 years, we plan to recruit more than 30 people.

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