



22 June 2022

**OCEANIA ANNOUNCES THE APPOINTMENT OF ANITA HAWTHORNE AS GROUP GENERAL MANAGER SALES & SERVICE**

Oceania wishes to advise that Anita Hawthorne has been appointed as Group General Manager Sales & Service. She will be starting in the role on 18 July 2022.

Anita has an extensive career, with over 20 years working with Air New Zealand in a range of roles, including Group General Manager Operations & Infrastructure, General Manager Airline Operations, General Manager Customer Experience and Head of Business Performance & Capability. Throughout her career, Anita has demonstrated significant competencies in leadership, strategy execution, customer centricity and operational excellence and transformation.

In this newly created Executive role, Anita will be leading the Sales, Marketing and Operations teams within Oceania. She will be an integral part of delivering enhanced services and exploring new initiatives to maximise resident experience for Oceania's 4,000 residents across its 46 sites around New Zealand.

Oceania's Chief Executive Officer, Brent Pattison, said that "Anita has a distinguished senior leadership career, with a focus on exceptional customer experience and world class operational outcomes. We are very excited about welcoming Anita on board and are looking forward to her contribution in enriching the resident experience offering for all of our residents."

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**ENDS**

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