

Sarah Richardson Appointed to First Vintage Limited Board February 2013

In February 2013 Sarah Richardson was appointed Non-Executive Director of First Vintage Limited (firstvintage.com.au). Established in 2011, First Vintage is a regular delivery wine club promoting wines that have been awarded medals by the Royal Agricultural Society wine competitions and are not available through the mainstream bottle shop chains. Australia has some of the best wines in the world and at First Vintage we set out to support our farmers who create the finest produce in the land. The Royal wine shows of Sydney, Melbourne, Adelaide, Canberra and Perth are the benchmark for excellence in the Australian wine industry, where more than 10,000 wines are judged every year but only a select few come away with a medal. First Vintage offers a regular delivery wine plan that each customer can tailor to their specific taste in wine, their budget and to the frequency with which they would like to have wine delivered to their home.

Sarah brings to the First Vintage Board 20+ years of corporate experience in large multinational companies, the SME sector and not-for-profits. She spent 18 years in senior marketing, sales and general management positions in several branded consumer and B2b organisations in the United States, Europe and Australia prior to establishing her management consultancy nine years ago. She has strategic, financial and corporate governance skills including business commercialisation and development, acquisitions integration and turnaround experience.

Sarah is Head of Marketing & Communications at St James Ethics Centre (part time) and Managing Director of Sarah Richardson Consulting (part time), consulting across FMCG, retail, resources, tourism, franchising, NFP, government, industrial and technology sectors.

Established in Perth in early 2004, the consultancy relocated to Sydney in 2010 when Sarah joined the Ethics Centre, an independent not-for-profit organisation serving as a catalyst and enabler for society to think, debate and act in good conscience, particularly in the face of uncertainty and ambiguity.

Sarah holds a BA, BCA and MBA (Hons). She is a member of Australian Marketing Institute (Associate Fellow, CPM), Australian Institute of Company Directors (GAICD), Women on Boards and University of Chicago Alumni Association (Founder and former Chair, Perth Branch). She is a past Board Director, Board HR Committee Chair and Board Marketing Committee Chair of Workability, a Western Australian award winning NFP in the disability employment services sector. Sarah has received a number of awards for her work in corporations and in her consultancy.

