

Executive Committee Candidate Profile



Member Entity Name:	Quantum Jump Limited
Member Entity Address:	22 Centre Street, Auckland Central
Candidate Name:	Ben Goodale
Candidate Role within Member Entity:	Chief Executive Officer

Candidate Biography

(maximum 50 words)

Ben Goodale has spent over 30 years in advertising and marketing, founding and running agencies across Auckland and Sydney. He's Founder and CEO of Quantum Jump, an elected Director of the Portage Licensing Trust, and an elected Director of the Commercial Communications Council. Proud Aucklander, passionate about retail.

Candidate Statement

(maximum 200 words)

I'm invested in Auckland. My advertising agency Quantum Jump is nestled behind Victoria Park, and I own residential property in the area. So how the CBD evolves affects my business and my life here. I've spent nearly 30 years in advertising across NZ and Australia, both leading network advertising agencies and as founder of two different ad agencies. So I understand running a commercial enterprise, and the high street retail businesses I've worked with. I'm also an elected Director of both the Portage Licensing Trust and the Commercial Communications Council, so understand governance and how boards work. I grew up in the licensed trade, with my family running a rural hotel with bar and restaurant. Retail's been a genuine passion my entire working life. I've written in the NZ Herald about Queen Street's death spiral and the poor decision making by Auckland Transport and Auckland Council impacting retail, hospitality, parking, access, and the experience of being in the city. I'd bring a commercial, retail-first perspective to the Executive Committee, and real energy to ways to help this city to thrive. I want to support Heart of the City to be loud, practical, and impossible to ignore.