



— OFFICE OF GLOBAL EXPANSION —

Charlotte Pemberton-Reid

Director, New Zealand Expansion

Charlotte Pemberton-Reid oversees New Zealand, which the Society regards as an entirely separate and equally vital theater — a distinction it draws with great firmness and would struggle to justify. Her portfolio is, by membership count, the smallest in the Office. The Committee considers it no less important for that, and says so often, to Fiona's quiet irritation.

She is gracious about her standing and privately certain of it. New Zealand, she maintains, is not the junior partner to anyone, and she conducts the Auckland evaluation with exactly the seriousness the Committee's rhetoric demands — more, in fact, than the Committee itself manages once the meeting moves on to brunch.

She coordinates with Fiona's office on trans-Tasman standards when the two are speaking, which is most of the time, and conspicuously not all of it.

Professionally: Wine. The family holds vineyards on the South Island, a fact the Society finds enormously reassuring.

Current Initiatives

- The Auckland Charter — the country's flagship petition, under review
- Trans-Tasman Standards — coordinating with Fiona's office, when the two are speaking