

JON Brough

BUSINESS COACH & STRATEGIC ADVISOR

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📍 Middle Earth Foods Ltd · NZBN 9429034506028

PROLOGUE · PROFILE

With 40 years spanning agriculture, horticulture, seafood, meat, apiculture, food processing, retail, regional development, industry associations and business mentoring, Jon has consulted and led teams in corporates, SMEs, startups and turnaround organisations. His senior roles have covered Operations, Sales & Marketing, Finance, Strategic Planning, General Management and CEO – bringing a global perspective, from eight countries lived and worked in, to local challenges.

👤 *“People and teams are the foundation, backed by robust systems and clear communication. When a company masters its financial data and processes, sound decisions follow and both owners and leaders achieve a healthy life balance.”*

He meets with owners to deeply understand their business and personal goals, then offers his time as a **hand up** – building the skill base to manage their own business and achieve their chosen goals.

THE ROAD · EXPERIENCE

2026 · PRESENT

Business Mentor — Business Mentors New Zealand

Appointed as a Business Mentor for the Northland region to assist SME businesses with specific training requirements across a range of business competencies.

2024 - 2025

Business Advisory Partner — Strategize Limited

Advises clients across sectors, applying proven frameworks and personal experience — strategic planning, financial structure, cash-flow and risk analysis, sales & marketing, process improvement, margin growth, team development and operations optimisation.

2003 - 2024

Managing Director — Middle Earth Foods Limited

His own business consultancy focused on 12-18-month contractual roles in significant re-construction of medium-sized business entities, developing capability for growth into domestic and export markets.

1990 - 2003

Senior Executive Roles — Various Companies & Corporations

Held CEO, General Management, Strategic Planning, Operations, Finance, and Sales & Marketing positions across a range of New Zealand businesses.

40

YEARS
TRAVERSING
INDUSTRY

8

COUNTRIES
LIVED &
WORKED

20

YEARS AS
MANAGING
DIRECTOR

TWO SUMMITS · EDUCATION



1991 BSc (Hons)

Marine Biology — University of Otago



1995 MBA

Finance & Strategic Management —
University of Otago



PROVISIONS · COMPETENCIES

i Strategic Planning & Execution

ii Operations & Process Optimisation

iii Financial Modelling & Performance

iv Change Mgmt & Team Development

v Supply Chain & Procurement

vi Regulatory & Compliance (Food Safety)

vii Data Analytics

viii International Business Development

GUIDES FOR THE PATH • SERVICES

-  Understand the personal goals of the owners — why they are here, what they want to achieve, and the capabilities needed to get there.
-  Implement robust financial reporting and KPIs that inform decision-making.
-  Build high-performance teams through coaching and structured development.
-  Diagnose operational bottlenecks and design efficient workflows and training needs.
-  Co-create a strategy roadmap aligned with vision and resources.
-  Integrate technology solutions (ERP, data dashboards, automation) that enhance agility.

EXPERIENCE PROVIDING TRAINING

-  Kereru Development
-  Kerikeri Plumbing
-  Advanced Wastewater Systems
-  Bang on Roofing
-  Safe Access Scaffolding
-  Taste That!!
-  Northland Underground Drilling
-  Morgan Fencing
-  Biochar Energy & Environment

BUSINESS DETAILS

 **Middle Earth Foods Limited**
Trading as Middle Earth Foods
NZBN 9429034506028
IRD 091 979 314 · Northland, New Zealand

THE CHRONICLE • WORDS FROM FELLOW TRAVELLERS

We have been extremely fortunate to 'find' Jon at a time when we desperately needed guidance on how to move our business forward. He has provided great support and valuable advice in setting goals within a structured, achievable framework. We can highly recommend Jon as a business coach.

— STEVE'S TAKEAWAYS LIMITED

Jon has coached us through a tricky period of divestment from a Joint Venture and refocusing on our core business — in strategic planning, analysing risk and general business administration to strengthen our own capability to become successful. We are happy to recommend Jon as a Business Coach and Advisor.

— SAFE ACCESS SCAFFOLDING LTD

One of Jon's strengths is his ability to simplify problems and help us find practical solutions. He is always responsive and brings new ideas and different ways of approaching a challenge. His coaching style is positive and motivating — rather than focusing on what went wrong, he helps us look at the options and keep moving the business forward.

— SINBAD SESAME LTD (SIMSIM TAHINI)

His knowledge, practical approach and ability to see the bigger picture have helped us gain clarity and direction. Through strategic planning and coaching, Jon has supported us to identify opportunities and make more confident decisions. I would highly recommend Jon to any business owner looking for practical guidance and coaching.

— NOURISHED