



DR MARIE BRADLEY

021 304 609 

Joy.marie.bradley@gmail.com 

[linkedin.com/in/marie-bradley-757629/](https://www.linkedin.com/in/marie-bradley-757629/) 

...

PROFILE

An accomplished executive leader and director using an empowering, enabling, and innovative style to lead through change. Combining extensive experience in science, impact, government engagement with communication, marketing & brand experience. A sought-after leader contributing to policy, sector reform, business development, strategic planning and stakeholder engagement. Excited by and trusted to lead complex projects and change initiatives with proven ability to influence and work-collaboratively to meet current and future needs of organisations and stakeholders.

A connector with strong alliances and networks across a diverse stakeholder base including science, government, broad sector experiences including food, wine, biotechnology, horticulture, agriculture, seafood, and new economy industries in New Zealand.



KEY COMPETENCIES

Strategic Leadership: influence and ability to inspire by setting clear purpose and vision aligned with long-range plans and strategies. Maintain strong strategic overview, anticipate challenges and elevate thinking to maximise opportunities for sustainable success. Leverage strengths in communication to translate strategy in meaningful terms to connect and motivate across all organisational levels.

People Leadership: Collaborative leader adept at building highly engaged and accountable teams. With a high trust approach, delegating with confidence in individual strengths. Proactively empowering and equipping to succeed with clear communication of expectations and priorities.

Change Management: Accomplished leader of successful change strategies with a strong focus on communication and clarification of why. Encourage input, reframe priorities and manage consultation while driving forward momentum.

Communications & Brand Management: Develop and execute communication strategy and brand management, monitor, reflect and refining strategies to drive business growth, protect and enhance brand and reputation and build trustworthy communications and engagement.

Specialist Expertise: Comprehensive science knowledge and credibility, understanding of the diversity of motivations and perspectives enabling effective engagement with a scientific audience. Highly skilled in synthesising and reframing information to influence buy-in and secure cross team collaboration.

Stakeholder Engagement Highly experienced relationship builder able to build trust and maintain awareness of stakeholder motivators and priorities. Leading strategic communication and identifying opportunities to enhance engagement and ensure long-term alignment.

Financial acumen: High degree of commercial acumen and critical thinking to maintain sound financial management and decision making. Apply strategic lens with proven ability to review and reorientate funding for effective resource allocation and alignment with key priorities.

Cultural Awareness: Strong champion and part of leadership teams of organisational Māori initiatives or strategies, supported by extensive training.



CAREER SUMMARY

Ministry of Business, Innovation & Employment (MBIE)	Special Advisor – Science System Reform	2024-Current
AgResearch	Bioeconomy Transition Programme Group	2025-Current
	Director Strategy & Communications	2021-Current
	Government Sector Leader	2017-2021
Plant & Food Research	Business Manager – MBIE	2013-2017
MBIE	Senior Sector Manager	2013-2015
Environmental Protection Authority	Manager of Hazardous Substances Applications and Assessment	2010-2012
Foundation for Research, Science and Technology (FRST)	Variety of roles	1998–2010
Crop & Food Research	Scientist	1994-1998



GOVERNANCE ROLES

Enlisted for multiple governance roles, valued for strategic planning and foresight, system connectedness and ability to navigate changing environments.

Overseer Ltd	Board member	2023-Current
Biosecurity Business Pledge	Executive Committee Trustee	2025-Current
BiotechNZ	Executive Council member	2023-Current
Better Border Biosecurity	Collaboration Council member	2020–Current
ORCID NZ	Chair Advisory Committee	2018-Current
NZ Research Information System	Member Oversight Group	2025-Current
Royal Society Te Apārangi	Board member	2022-2025
	Audit & Risk Committee member	
Our Land & Water National Science Challenge	Chair – Challenge Parties Group	2017-2024
Biological Heritage National Science Challenge	Member Challenge Parties Group	2017-2024



KEY QUALIFICATIONS & PROFESSIONAL DEVELOPMENT

University of East Anglia & John Innes Institute UK - PhD
 University of Canterbury - BSc Hons 1st Class, Molecular Biology
 Institute of Directors (IOD) 5-day Directors' course, fundamentals of governance & Audit & Risk
 Australia/NZ Women Advanced 12-month Leadership programme
 Research Impact Assessment Course
 Te tiriti, Te reo and Māori cultural competency training
 AI Empowered Leaders



CAREER HISTORY

MINISTRY FOR BUSINESS, INNOVATION AND EMPLOYMENT (MBIE)

2024 - CURRENT

SPECIAL ADVISOR, SCIENCE REFORM

Part time secondment, reporting to Programme Director, Science Reform, MBIE. Responsible for advising MBIE policy, investment, entities & comms teams on science system considerations.

Key Achievements

- Key liaison with pan CRI Chairs, CEs group and MBIE staff on variety of reform activities including contribution into policy, guiding stakeholder engagement, comms and branding.
- Contributed expert advice, stakeholder connections and facilitation into broader science reform including funding models, new decision-making entities, commercialisation, critical science services and more.

AGRESEARCH LTD

BIOECONOMY SCIENCE INSTITUTE – TRANSITION PROGRAMME GROUP

2025

Member of small team coordinating merger activities, reporting to the Bioeconomy Transition Governance Group of four CRI Chairs and Independent Convenor. Part of team coordinating CRI workstreams in leading up to merger.

Key Achievements:

- Primary author of “high quality” merger proposal approved by shareholding Ministers
- New Bioeconomy Science Institute created 1 July 2025 amalgamating AgResearch, Plant and Food Research, Maanaki Whenua Landcare Research and Scion CRIs.

DIRECTOR STRATEGY AND COMMUNICATIONS

2021-CURRENT

Reporting to the CEO, leading a team of 15 and working with senior leadership team, responsible for organisational and science strategy, policy, communications, marketing & brand, business development and stakeholder relationships through sponsorship, events, promotion, publications (including accountability documents) and foresighting, horizon scanning to Board, senior leaders and staff. Coordination of key science voices including International Science Advisory Panel and Emeritus panel and engagement with early career group.

Key Achievements:

- Valued for empowering leadership with 100% team engagement scores in consecutive years in Strategy & Communications.
- Directed a stronger impact culture through the organisation including embedding Monitoring, Evaluation, Reflection and Learning (MERL) planning into key research programmes; funding dedicated to ‘maximise impact’, Return on Investment evaluations of key areas of research and focus on impact in prioritization processes.
- Established new Research Priorities, new science ‘flagship’ programmes, and new approach to portfolio management over a two-year period. Co-led with AgResearch’s Chief Scientist.
- Delivered consistent year-on-year growth across website, social media, and newsletter channels, including a 16% rise in stakeholder newsletter open rates (from 27% to 43%) as outlined in 3-year Comms and Marketing strategic framework of priorities, audiences and approach.
- Embedded sustainability at AgResearch including external accreditation as Future Fit Business Benchmark tier 1 “Future-Fit Engaged”, independent Toitu certified greenhouse gas emissions FY19 to FY24, Board approved 2030 emissions target aligned to Science Based Targets initiative and EECA co-funding over \$150k.
- Led AgResearch’s approach to Genetic Technologies protecting the organisation’s social license to operate; through engagement with regulators, policy makers and coordinating across AgResearch,

Plant & Food Research, Scion. Key outputs included Null segregant determination by EPA; draft field trial application for gene edited endophytes ready to be received by EPA end 2024 and select committee contributions to Gene Tech Bill.

GOVERNMENT SECTOR LEADER

2017 - 2021

Reporting to the Deputy CE, Commercial, responsible for engaging with a portfolio of government and research stakeholders (approx \$80M total revenue, with 2 account managers) building strategic partnerships and relationships within NZ's government sector (eg: national & regional government, CRIs and universities) and working with key stakeholders to influence government decision making; business development & sales accountable for delivering government revenue targets through bidding strategies.

Key Achievements

- Led significant business growth, leveraged trusted relationships within MBIE to secure: \$45M for capital, \$13.5 M Covid recovery funding, \$6M pa additional Strategic Science Investment Fund (SSIF) in 2020 and \$10M new SSIF for digital agriculture in 2018.
- Successfully navigated AgResearch through MBIE Science review and collective CRI Te Pae Kahurangi review playing pivotal role in supporting significant cultural change within AgResearch.
- Contributed to strengthened strategy and action plan as a key member of Te Ara Tika leadership team.

PLANT & FOOD RESEARCH LTD

2013- 2017

BUSINESS MANAGER - MBIE

Reporting to Chief Operating Officer, key responsibility for MBIE relationship within Plant and Food Research (PFR) – both strategic level and operational. Leading PFR's MBIE bidding processes and delivery; member of PFR's investment committee investing over \$50M pa

Key Achievements

- Successfully coordinated collective CRI response as Chair of Science NZ Strategy Managers group and led PFR's response to MBIE Core Funding Review and development of MBIE's new Strategic Science Investment Fund (SSIF)
- Secured over \$28M for PFR-led research contracts in 2016 MBIE Endeavour Round.
- Supported delivery of PFR's Te Raranga Ahumara Māori strategy as Chair of Te Aka Matua and through line management and development of 2 Māori team members.
- Co-developed PFR's Student Outreach strategy and coordinated activities in its first year.
- Part time secondment in MBIE as Senior Sector Manager for 2 years at 0.2 FTE.

ENVIRONMENTAL PROTECTION AUTHORITY (EPA)

2010-2012

HAZARDOUS SUBSTANCES APPLICATIONS AND ASSESSMENT MANAGER

Delivered assessments and approximately 200 approvals per annum to import or manufacture hazardous substances under Hazardous Substances & New Organisms Act. Worked closely with Board and senior leadership.

Key Achievements:

- Led multiple process efficiencies including low risk applications reduced from 72 to 30 hours per application – savings 2 FTEs. Reduced new substances application processing time from 100 to 60 working days.
- Demonstrated a consistent strategic approach in leading significant new process to assess insecticides as a group instead of substance by substance with strong stakeholder engagement. Introduced strategic planning and longer-term projects in the wider Hazardous Substances Division.
- Accomplished a significant culture change to more outward facing, working with stakeholders and Māori resulting in increased participative decision making.

FOUNDATION FOR RESEARCH, SCIENCE & TECHNOLOGY

1998-2010

Range of roles from Programme Manager Animal Industries, Manager New Economy Research Fund (NERF), Portfolio Manager: NERF & Biotechnology, Senior Business Manager FRST Southern Regional Manager and project leader of successful process improvement project and launch of new funding schemes project.



INTERESTS

Outside of connecting players in science, innovation and impact (over cups of coffee), I love to escape tramping in the mountains or to the sea in my kayak.



REFEREES ON REQUEST
