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METLIFECARE APPOINTS NEW GENERAL MANAGER MARKETING

Metlifecare CEO Glen Sowry has today announced that Julie Garlick has been appointed to the position of GM Marketing with immediate effect.

“Julie is an extremely experienced senior marketing executive with a broad and diverse set of skills that will ensure Metlifecare is well positioned to continue lifting its tempo and performance in an increasingly competitive retirement village and aged care market.

“Most recently Julie was the GM Marketing at SkyCity Auckland where she oversaw a transformation in the way SkyCity positioned itself into an entertainment, dining and accommodation leader. In her role at SkyCity, Julie and her team won many industry awards for marketing innovation and effectiveness. These skills will be directly transferable to Metlifecare as we look to increase focus on enhancing the customer experience as a source of competitive differentiation and also looking at how we leverage digital environments to extend our reach and profile in the market.

“Prior to her time at SkyCity, Julie was GM Marketing at The Warehouse and helped reshape that iconic company into a stronger market position in the highly competitive retail sector. In the years preceding her time at The Warehouse, Julie also held senior marketing roles at a number of high profile New Zealand companies.

“With this very diverse range of marketing and senior executive experience, Julie is well placed to accelerate Metlifecare’s brand and market position in the retirement village sector and to build off the innovative recent initiatives such as Metlifecare’s partnership with Simon Gault,” said Mr Sowry.

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