



# TONY RUTHERFORD

Managing Partner

Tony is co-founder of CopperFox. He has 30 years' experience in business, the last 10 of which has been spent consulting with private clients. He established NZ's first outsourced CFO business and is a passionate advocate for the gig economy, that is businesses engaging specialist resource on a flexible basis,

## CONTACT

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LINKED IN:

[\(1\) Tony Rutherford - CA | LinkedIn](#)

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## HOBBIES

Distance walking  
Badminton  
Attending music festivals  
International travel

## AREAS OF SPECIALISATION

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- Procurement and Supply Chain
- Business Strategy and Planning
- ERP Implementations
- Transformational Change
- Local Government

## RECENT PROJECT EXPERIENCE

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UTTR, CFO NZ  
Nov 2021 - Current  
Establishing financial infrastructure, providing commercial guidance around start up issues including transfer pricing with US sister company

Auckland Tourism, Events and Economic Development, CFO  
Sep 2020 – March 2021  
Leading the Business Support function for ATEED and supporting the merger with Regional Facilities Auckland to form Auckland Unlimited

Auckland Transport, Ferry Procurement Director  
Oct 2019–Aug 2020  
Leading the Program to design and build new Ferries, new wharf infrastructure and an Operator to run the service

## CLIENT TESTIMONIAL

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*"Tony is an experienced professional not just at CFO level but with much broader business leadership management and strategic thinking skills. The depth of his experience served us extremely well at a time when we needed a mature and trusted person during a major change management period."*

## EDUCATION AND QUALIFICATIONS

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- Auckland University, Bachelor of Commerce
- Chartered Accountant, New Zealand
- Institute of Directors, Certificate in Company Direction
- Prince 2 – Foundation Project Management Certified