

Media Release

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Entrepreneur joins team to foster business growth

As an entrepreneur and CEO of a high-tech start-up, Karen Bender knows what it takes to achieve business growth.

Karen is Grow Wellington's new Business Growth Manager for Wellington City and a one stop solution provider for export oriented businesses requiring support, resources and expertise.

"My role involves working alongside businesses in Wellington City to connect them with the best possible support and providing solutions to help achieve a business's goals," says Karen.

Karen is one of five managers in Grow Wellington's Business Growth Team, each of whom has responsibility for supporting and connecting businesses in a specific part of the Wellington region.

Karen, a born and bred Canadian, knows first-hand what it takes to start a business having founded Footfalls and Heartbeats, a company which is developing ground-breaking material for measuring breathing and heartbeat rates. Footfalls and Heartbeats was a finalist in last year's Bright Ideas Challenge and Karen has joined Grow Wellington from Creative HQ where she has been developing the business.

"I have a diverse background which covers three countries and several industries," says Karen. "This has led me to have a tendency to spot an opportunity, connect key players, adapt and promote growth."

As the Regional Business Partner for New Zealand Trade and Enterprise and the Ministry of Science and Innovation, Grow Wellington is able to help businesses access the funding, support and advice to make a significant difference.

"Grow Wellington are currently working with over 1300 businesses in Wellington City," says Grow Wellington's Chief Executive, Nigel Kirkpatrick. "Karen plays a crucial role in ensuring we have a strong regional economy that supports export orientated innovative business."

Through Karen, Wellington businesses can access a whole toolbox of support and connections to help them realise their full potential.

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