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New Zealand Winegrowers Appoints Anishka Jelicich as CEO

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New Zealand Winegrowers (NZW) announced the appointment of Anishka Jelicich as its next Chief Executive Officer, commencing at the end of July 2026.

Anishka brings more than two decades of leadership experience across New Zealand, the United Kingdom, and Europe, shaping her career in the global wine industry. Her roles at a senior executive level have placed her at the strategic intersection of industry, government, and international markets. She will be exiting her Paris-based role with Pernod Ricard as Global Director, Responsible Marketing & Sales, and will be returning home to New Zealand to be based at the NZW head office in Auckland.

The announcement comes at an important moment for New Zealandâ??s wine industry. After more than three decades of export growth, New Zealand continues to build its global reputation for distinctive, premium, and sustainable wines. The industryâ??s long-term prospects remain positive with growth across export markets, a strong indicator of consumer preference for New Zealand wine. However, the sector is navigating a period of heightened global uncertainty, with a range of serious pressures currently facing growers and winemakers. Against this backdrop, the appointment of a new Chief Executive Officer brings an opportunity for a fresh perspective, renewed focus, and a clear, united vision for the industry.

Chair Fabian Yukich said the Board was seeking a leader who understood the wine industry, could bring a global perspective, strong stakeholder capability, and strategic clarity to the role.

â??Anishka was a stand-out candidate for us with her deep understanding of the New Zealand wine industry, combined with extensive global knowledge and experience. She offers strong credentials in navigating complex international environments, a deep understanding of policy and trade, and a proven ability to build alignment across diverse stakeholders. We are delighted with her deep connection to New Zealand and her passion for our world-renowned wines. She has a clear commitment to the future, with the strategic foresight needed to lead our organisation into its next chapter.â?