

20/12/2018

Bio for Victor Vickers

I'm 53 years old, married with 2 grown children and live on a farm in Mirboo North, Victoria.

I recently finished a 25 year career with Philip Morris International which included senior roles in sales, distribution, marketing and training. I spent nearly 8 years working overseas with 2 years in Hong Kong and almost 6 years as Director Sales & Distribution for India/Nepal. I have strong experience in strategic planning, relationship management, negotiation and people development.

My wife Diane and I have an import business and are the exclusive distributors for Diamond Wool Pads in Australia/New Zealand. We have been sponsors of the NCHA Futurity for 9 years as well a number of affiliates shows.

We have also owned and shown cutting horses as Non Pros since 2000 and I have represented Australia on the Australia/US Non Pro team in 2005. I had a break from showing during the 8 year overseas stint but am back showing again. I was the primary driver behind starting and running the Port Albert, Victoria cutting show and I'm now planning to run shows in southern Victoria again.

I have a passion for the sport of cutting but have competed in Rodeo and Campdrafting and so recognise the differences and potential synergies that could exist between them. Australia is a relatively small market and for cutting to continue to exist and grow we have to be very clear on our point of difference but also where we can find complimentary benefits with other equine cattle-working sports.

I believe my strong commercial experience in sales and marketing can help bring a clarity to our efforts in gaining (and retaining) sponsors/suppliers, supporting and providing value for futurity vendors and most importantly to reverse the long term downward trend in membership and participation.

I have a pragmatic, non-political approach to work and relationships and I look forward to helping get the sport of cutting back in growth if given the chance.

Best Regards,

Victor Vickers