



Craggy Range



Craig Sims joined Craggy Range as CEO in May 2022.

Craig Sims *General Manager*

As CEO, Craig is pleased to be both custodian and part of the team helping to realize the Peabody family aspiration of creating an iconic New Zealand Winery that will ultimately sit alongside the great wines of the world. He joins Craggy Range from an extensive career in financial services across Asia-Pacific, Australia and New Zealand. Craig held numerous executive leadership roles spanning retail and business banking, HR, marketing, technology and operations, and led several transformations, mergers and acquisitions.

As a leader, Craig focuses on taking care of the people in his team and being part of high performing, engaged groups. For a team to function at their best, he believes it is essential to have a unifying common goal and ensure people are well supported along the way. He also believes iconic brands like Craggy Range should be part of building sustainable futures and be well connected to their customers, people and communities.

Alongside an MBA at Victoria University in New Zealand, Craig has completed the Senior Executive Program at Columbia Business School in New York and a Digital Executive Program at the Massachusetts Institute of Technology.



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