

Peter Crow



Peter Crow is an independent advisor on strategy, corporate governance and board practice, and a chartered company director. His deep knowledge, insight and experience in boardrooms has proven to be invaluable to the prosperity of many emergent and established companies around the world. People who know Peter say he is perceptive, and that he is a “difference maker”.

Peter was born and raised in a farming community in New Zealand. However, he became interested in business and technology in the late 1970s while living in the USA. On his return, he studied at Massey University and was a Massey Scholar. After graduating in 1984, he designed world-class electronic security and industrial data capture systems, some of which remain in use today. Throughout the 1990s, he held sales, international business development and leadership roles in several national and multi-national companies. In 2001, Peter established Quarry Group Limited, an advisory practice dedicated to providing guidance on strategy, corporate governance and board practice. Today, he continues to serve boards of directors and other leaders around the world.

Some examples of Peter’s contributions include:

- Directorship of several medium-sized, high-growth businesses and social enterprises.
- Chairmanship of one of New Zealand’s top boys’ schools.
- Trusted adviser to chairmen, boards and executives of many high-growth companies.
- Doctoral research to explain how boards can influence business performance (dissertation currently being examined).
- Design and facilitation of professional development programmes including the Institute of Directors’ *Company Directors Course*.
- Creation of strategy development framework; successfully applied in several sectors; also incorporated in Institute of Directors’ *Company Directors Course*.
- Authorship of numerous peer-reviewed papers and published articles.
- Keynote speaker at conferences and symposia around the world.
- As company director: Oversaw development of new strategy, the implementation of which resulted in acquisition of \$38M government contract and 25% CAGR.
- Advised board and executive on strategy and restructuring options to improve effectiveness of a large volunteer-intensive organisation.
- Advisory services to board and executive of trans-Tasman private company, resulting in 50% CAGR and significant trade sale.

Peter holds Bachelor of Technology (1st-class Honours) and Postgraduate Certificate qualifications from Massey University. He is a Chartered Member of the Institute of Directors in New Zealand, and is a member of several international institutes and academies. Outside professional and research work, Peter maintains a keen interest in classic cars and road cycling. He lives in Whitby, New Zealand with his wife. They have three adult children.