

Caroline Rainsford, Country Director, Google New Zealand

Caroline assumed the role of Country Director for Google New Zealand in 2017, and in this role she is responsible for driving Google's overall business operation and is focussed on helping NZ businesses grow and transform in the digital age.

Prior to joining Google, Caroline served as Marketing and Product Director for Latitude NZ (previously GE Capital) as well as Brand Director for their broader AU/NZ region. Before her return to New Zealand in 2013, Caroline worked as the Regional Marketing Director for Philips Royal Electronics across the Middle East, Turkey and Africa.

When she's not helping customers, Caroline spends her time chasing two young children around the parks and beaches of Auckland. She also loves tennis and is an enthusiastic skier.