



Media release

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Bremworth Appoints Chief Brand and Product Officer

NZX-listed wool carpet manufacturer Bremworth has appointed Rochelle Flint as Chief Brand and Product Officer, as the company continues to focus on its growth programme across its domestic and international markets.

The appointment commenced from 1 July 2024.

In this role, Rochelle will have overall responsibility for brand, marketing, product development, and sustainability to drive growth and set new standards of excellence in the industry.

Greg Smith, CEO of Bremworth, says the appointment comes as the company moves to position itself for significant expansion, with the role also playing a strategic part in building awareness of the benefits of New Zealand wool here and overseas.

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