



Pete Rawling

A native Kiwi who studied at the University of Otago, Pete went on to be a Sales Rep for Villa Maria in Otago, a professional rugby player in Japan and he worked with both Bibendum Wine and Lion Nathan Wine in the UK prior to joining Spy.

Known today as the roving spy, agent Rawling is responsible for spreading Spy Valley wine across the globe, strengthening business in key established markets whilst seeking out opportunities and developing distribution across new and emerging markets. Based in Auckland, he is heavily involved in supporting GM, Blair Gibbs with the companies strategic, operational and brand development. Outside of work you'll find Pete in the surf or pottering around in his new sub tropical garden.



- ◆ Global Sale Manager, Spy Valley
- ◆ Joined Spy in 2009.
- ◆ Newly married, Pete and his Canadian wife reside in Auckland, NZ.
- ◆ Spy Valley was first imported into the USA after joining the Broadbent portfolio in 2001.

