

Lincoln University

Geoffrey Ross

**Honorary Degree, Doctor of Commerce,
2018**

Entrepreneur Geoff Ross is a business leader both here and abroad. He created 42 Below Vodka, one of the world's most awarded vodkas, is the CEO of the Moa Brewing Company, now New Zealand's largest locally owned brewer, and a director of Trilogy, an NZX listed company focused on the skincare, home fragrance and body care market.

Geoff is an alumnus of Lincoln University, and has a Bachelor of Commerce (Agriculture).

He is a trustee of Pure Advantage, an organisation that champions green growth in New Zealand, serving with Sir Stephen Tindall, Rob Morrison and Phillip Mills. Through his work on the Pure Advantage he has complemented Lincoln University's work in agriculture. He is also a Trustee of the Melanoma Foundation and The Endangered Species Foundation.

42 Below vodka was launched in 1998 and was judged New Zealand's fastest growing exporter, fastest growing listed company and fastest growing company overall in the Deloitte Unlimited Fast 50, 2005.

It all began in his home garage, with a passion to build his own company and a strong belief that he could make a great New Zealand vodka.

Following the sale of 42 BELOW Ltd in late 2006, Geoff Ross became an investment partner in a venture capital business - The Business Bakery LP, which has the goal of to grow shareholder value through investment in companies with high growth potential.

Prior to 42 Below, Geoff was a Managing Partner and Board Member of DDB Advertising for two years, and was a Client Service Director and Management Team Member for Saatchi & Saatchi in Wellington for eight years.

Lincoln University is delighted to present this well-deserved honour to Geoff Ross: the degree of Doctor of Commerce *honoris causa*.