



Wendy Cashmore

Qualifications

DipHort, Nursery Management, Massey University, New Zealand

Responsibilities

Oversight of breeding business and related IP management, including managing commercialisation of Plant Variety Intellectual Property (IP) and leading plant variety licensing and protection for the organisation. Leading a cross-functional approach combining science/technical competence, legal approaches, and business acumen to maximise profitability and business opportunities for new plant varieties.

Background

2003-2008 Leader, Plant Variety Management Team, HortResearch, New Zealand
1999-2003 Technical Manager, Plant Variety Management Team, HortResearch, New Zealand
1997-1999 Independent horticultural contractor undertaking mainly technology transfer projects. During this time also set-up and ran a company to enable a grower group to engage in an R&D project (total project value >\$250k, project duration 3 years)
1985-1997 Technical roles in pipfruit physiology research team through various divisions of DSIR, and then HortResearch, New Zealand.