Charles Russell

Chief Executive Officer, Mātai Pacific Iwi Collective (MPIC) — New Zealand

Charles Russell is Chief Executive of Mātai Pacific Iwi Collective (MPIC), an award-winning Māori-owned kiwifruit business that manages a large orchard portfolio in New Zealand’s Bay of Plenty region. MPIC is structured as a partnership between three iwi (Māori tribal) entities — Te Arawa Group Holdings, Ngāti Awa Group Holdings, and Rotomā No.1 Incorporation — meaning the returns generated from PVR-protected kiwifruit varieties flow directly back to indigenous communities, sustaining local jobs, supporting regional businesses, and funding investment in future capability and capacity.

Charles also co-founded Ngāru Energy, a marine renewable energy venture in partnership with Sweden’s CorPower Ocean AB, and serves as a Director on other Māori investment and commercial enterprises. He holds an Executive MBA from the University of Waikato — with a thesis on rangatiratanga (indigenous self-determination) in commercial leadership — and is a 2022 recipient of the Zespri Kellogg Rural Leadership Award and a 2023 New Zealand Institute of Directors Emerging Director Award.

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