

# INFRASTRUCTURE WOMEN IN FOCUS



WIN NZ has been established to increase the visibility of women in the infrastructure sector. Every month we profile a different woman working in a different part of the industry. If you would like to be profiled, or would like to nominate someone to be profiled, please answer the questions below and send your picture through to [Tara](#).

**We'd like to introduce Elle Archer as our next Woman of Focus. In addition to her role at ELG Global, Elle is also a member of WIN Canterbury.**



**ELLE ARCHER**  
**MANAGING DIRECTOR**



### **1. What company or organisation do you work for and what is your role there?**

Over the past two decades I have been involved in business, industry, and community development, with the last 14 years spent as a senior technologist and systems specialist in geospatial industry technologies and sustainable solutions for infrastructure. I am multi-science and multi-pathway educated and apply this knowledge to aid in providing programme solutions across various sectors.

I have recently stepped down as Executive Chair of a geospatial and safety technology company; currently sit as an independent Director on the Central Plains Water Trust Board and Learning City Christchurch - Ako Otautahi; work in a collaborative infrastructure serving consultancy pool collective called the SMART Collab; work with the team at Civil Defence as a community leader; whilst operating my own business, ELG Global, as part of many teams consulting on various projects within NZ and the wider Asia Pacific area.

### **2. Tell us about your career background and how you got to this position/role?**

My career began in sales and marketing; onboarding, engaging, building, cultivating relationships and fundamentally learning about people. After 11 years in that space, I moved forward into geospatial technology, sat various NDT certifications in the general engineering sector, and achieved my BA in business. I am in the roles I am in because I am passionate about them and because I am trusted to drive purpose forward. I truly believe that we can be in many spaces at once, as long as we connect them together, and give suitable focus to each.

### **3. Tell us about a project you are currently working on and why it interests you?**

There are a variety of meaningful and challenging projects I am currently working on, including the New Utility Location Association for Service Infrastructure in NZ – NULCA NZ. It is a labour of love as I used to perform the utility location service, as well as designing, compiling and delivering training in this space. I am now part of a national team who have founded the collaboration and who are now finding good positive momentum with the entity and its purpose.

### **4. What's the hardest job you've ever done and why?**

I was raised in the Waikato region. In these small towns you get in and behind, and do what needs to be done, no matter what the task is. I could bleat about the physical labour or unpleasant tasks that I've had to do over the

years in all three professions, but those tasks themselves although relatively hard, could be performed with logic, a good methodology, and a *get stuck-in* mentality.

**5. Can you think of one example where your "diversity" has materially affected the outcome of a work situation or project, either positively or negatively?**

To be honest, although I tick a lot of diversity boxes, I believe true diversification of thought comes from one's ability to listen, digest, interpret, learn, and present various forms of information gathered from a vast array of sources. Thinking multi-dimensionally, inclusively, and equitably should be a prerequisite to any leader today.

To learn more about ELG Global connect with Elle on [LinkedIn](#).

