

Candidate Details
Nominations to Natural Health Products NZ Executive Board 2026

Clayton, Jake

General Manager, Swisse Wellness New Zealand

Jake is the General Manager of Swisse New Zealand, leading the business across sales, marketing, operations, logistics and finance. With extensive experience working at the coal face of FMCG and retail, Jake brings a practical, consumer-first perspective shaped by close collaboration with grocery, pharmacy and specialty health retail partners.

Originally trained in environmental science, Jake has a long-standing interest in sustainable systems, evidence-led decision making and the responsible role industry plays in supporting long-term health outcomes. This lens has influenced his leadership of the Swisse NZ business, where he has helped ground the operation through increased local manufacturing and a stronger focus on local relevance and supply.

Jake is passionate about health and wellness, consumer advocacy, and the importance of clear, responsible science communication through advertising and marketing. He is known for balancing scientific integrity with strong commercial execution, translating complex nutritional concepts into accessible, trusted messaging.

If appointed, Jake will bring a practical, commercially grounded perspective to the board, drawing on on-the-ground retail experience, with a focus on strengthening local capability, supporting New Zealand manufacturing, and helping the industry present a unified, credible voice to regulators, retailers and consumers.



Inglis, Mahara

CEO, MitoQ

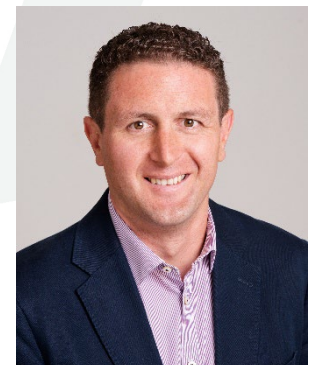
Mahara is the CEO of MitoQ, a pioneering New Zealand supplements brand exporting around the world and specialising in healthy aging and longevity.

Under his leadership, MitoQ has delivered significant global export growth, reshaped the global category with its unique brand, and established MitoQ as a leader in science-led innovation. MitoQ has gone on to win multiple awards and is often used as a case study for global export success, transformational brands, and premium-science led innovation.

Prior to joining MitoQ, Mahara led the global probiotics business at Fonterra and before that was a consultant with McKinsey & Company. In addition, he has held a range of roles across industry, government, and not-for-profit.

Despite being a self-proclaimed 'jack of no trades', Mahara brings experience in:

- Strategic & commercial expertise: whether it be consulting to globally listed companies at McKinsey or developing and executing MitoQ's market beating strategy, Mahara brings a deep experience in setting and executing strategy.



- Global perspective: MitoQ's global footprint means Mahara is regularly in market and talking daily with customers or stakeholders - especially in the US & China. Mahara has also lived extensively abroad in the US, UK, and Australia.
- Navigating uncertainty: in a world of unprecedented uncertainty, Mahara's global insights, scenario planning experience, and global networks across government & industry position him well to support the sector as it navigates these challenges and continues to grow.

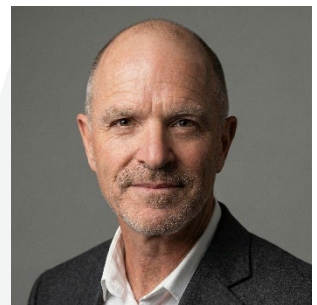
Mahara holds an MBA from the University of California, Berkeley, where he was a Fulbright Scholar, and holds dual undergraduate degrees in commerce and science from Victoria University of Wellington. He currently sits on the New Zealand China Council and was part of the New Zealand Prime Minister's business delegation to China. Mahara has whakapapa to Ngā Rauru, Ngāti Ruanui and Ngāruahinerangi and speaks conversational Te Reo Maori.

Ultimately, Mahara is a purpose driven leader with a passion for supporting people to live healthier lives, building New Zealand businesses on the global stage, and strengthening New Zealand's reputation as a trusted, science-led producer of premium high quality products.

Nicholas, Dave

Head of Sales – Contract Manufacturing, Nestle Health Science NZ

Dave Nicholas is a seasoned commercial leader with over 30 years of senior experience in B2C and B2B sales and marketing, with a strong focus on nutrition since 2017 and a background spanning the broader food and beverage industries. He brings deep expertise in manufacturing environments, most recently with New Zealand Health Manufacturing — supporting premium third-party brands exported to Asia, Oceania, the Middle East, and North America.



Previously, he operated in the dairy nutrition sector, centred on infant formula and supplemented foods. His commercial experience is underpinned by a Bachelor of Commerce from the University of Auckland, majoring in Marketing and International Business. Dave's expertise includes strategic planning and execution, marketing communications, company governance, team leadership, and new product development. He has worked in most of the key global markets for New Zealand exporters and possesses strong commercial and financial acumen, allied with a collaborative leadership style.

He has contributed to industry governance through service as Chair of NZ Wine Exporters and as a Director of Wine NZ over a seven-year period. He is a member of the leadership team of Nestlé Health Science Oceania, where he champions innovation and growth in the health and nutrition sector.

Rasmussen, Phil

Founder/Owner, Harvest Natural Health Ltd

Phil Rasmussen M.Pharm., M.P.S., Dip. Herb. Med.; M.N.I.M.H.(UK), M.N.H.A.A;
F.N.Z.A.M.H.



Phil is a medical herbalist, pharmacist and researcher with over 30 years of broad-ranging experience in the Natural Health Product industry. In 1998 he founded Phytomed Medicinal Herbs Ltd, and in 2000 launched Kiwiherb, spending the next 20 years managing and growing a GMP certified company, establishing local and export markets and meeting international regulatory requirements, for both product ranges.

Phil now works as a consultant and advisor to the natural health products industry and related agencies, and continues a part-time clinical practice. He is a regular presenter at industry and practitioner conferences in New Zealand, Australia and the UK, and an Honorary Senior Lecturer in Pharmacy at the University of Auckland.

A longstanding advocate for enhancing local raw material supply chains for New Zealand natural health products, Phil has formulated many NHP products incorporating native and other New Zealand grown ingredients. In recent years he has been actively involved in field trials involving commercial medicinal plant cultivation programmes, towards increasing industry resilience and land use diversification in different regions of the country.

Phil is a founding director of Natural Health Products New Zealand, and has experience in a range of governance roles for privately owned, voluntary and government established organisations. He is passionate about the sector's long term potential economic value to New Zealand, and looks forward to being able to continue to contribute a strategic and long term perspective to the Natural Health Products NZ board.