

## Contact

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(LinkedIn)  
[raywhite.co.nz/semanie-cato/142838/](http://raywhite.co.nz/semanie-cato/142838/) (Company)

## Top Skills

Sales  
Real Estate  
Residential Real Estate

## Certifications

Real Estate Salesperson

# Semanie Cato

Licensee Salesperson - Business Owner  
Auckland, Auckland, New Zealand

## Summary

Sales Strategy, Business Development, Sales Management, Supply chain, Logistics, Transport, Freight, FMCG, Blockchain, IoT, Tech, Real Estate, Residential Property, Property Development

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## Experience

Ray White Point Chevalier  
Licensee Salesperson - Business Owner  
June 2022 - Present (2 years 7 months)  
Auckland, New Zealand

I am here for the most important person of all. You.

What I love most about real estate is helping prospective clients and buyers achieve more than they ever thought possible.

I am a true relationship person with +20 years' experience in sales and am proud to say I have always been highly regarded as a results focused professional who operates with integrity, empathy, honesty, and great communication. My negotiation skills are a cut above and I have only one objective – to achieve the best results possible.

Working with hundreds of New Zealand based and international clients has given me the best possible skills to help prospective customers in the sales process. I am very clear when dealing with clients. My approach is to be honest, open, and transparent and I have a natural awareness for ascertaining what a client wants.

I co-founded a successful NZ Technology business focused on solving the problems faced by New Zealand's Primary Industries, so I understand first-hand what it takes to make things happen and achieve great results. I can offer an array of sales expertise, knowledge, and proven sales methods to help make your property decisions easy, and stress free. If you're looking for any

real estate advice, call or email me for a chat anytime, I can't wait to assist you with all your real estate needs.

Semanie Cato - Residential Licensee Salesperson

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Trust Alliance NZ Inc

Co-Founder & Membership Services Director for Trust Alliance NZ  
December 2019 - December 2021 (2 years 1 month)

Auckland, New Zealand

Trust Alliance NZ (TANZ) is a consortium of members across NZ Primary sector - with a wealth of capability across the end to end value chain. We started this journey in 2018, to work out how best to be productive and sustainable across the primary sector. We knew that the industry had big goals and that NZ had the opportunity to be a world leader, raise productivity and take on the world. We recognised that we needed to learn from others, and accelerate our efforts, using collaboration while also accelerating our development of technology for use across the primary sector

TANZ is a true consortium, each member contributes to the network power, it is not owned by one entity and all members are working on the shared visions and objectives for the greater good of NZ Inc. The collaboration amongst the group is the true value as each member understands the value of permissioned data sharing. TrackBack is the key network provider for Trust Alliance NZ (TANZ)

TrackBack Limited

Co-Founder and Head Of Sales

February 2018 - December 2021 (3 years 11 months)

Part of the Centrality blockchain eco-system, TrackBack is a decentralised technology platform, TrackBack enables data interoperability across complex interconnected industries, providing traceability, transparency and data sovereignty. TrackBack's easy-to-integrate blockchain toolkit solves current issues in many industries including supply chain, logistics and agriculture, by ensuring data integrity and unlocking the value in data silos, whilst reducing cost and friction in value chains to ensure value to all participants. TrackBack is the key network provider for Trust Alliance NZ (TANZ) and supports the primary sector to utilize the innovative technology for their competitive advantage globally.

## CarbonClick

Head of Sales

November 2019 - August 2020 (10 months)

Auckland, New Zealand

CarbonClick forms part of the Centrality ecosystem.

CarbonClick empowers businesses and their customers to tackle climate change, by making carbon offsets simple, trustworthy and cost effective.

Integrate our solution into your business with minimal effort, at a fraction of the time and cost otherwise possible.

We exist to reverse climate change with a simple click.

## Centrality.ai

Head of Sales

July 2017 - August 2020 (3 years 2 months)

Auckland, New Zealand

Centrality is a decentralised eco-system that connects different applications together using Blockchain powered technology. This technology allows businesses to work together to gain scale through shared acquisition of customers, data, merchants and content.

<https://centrality.ai/>

## Coda Group LP

Senior Business Development Manager

April 2015 - July 2017 (2 years 4 months)

Auckland, New Zealand

Coda, a joint venture with Kotahi and Port of Tauranga, was formed on May 1, 2015

Coda brings together five leading freight brands including DTL, Tapper Transport, Priority Logistics, MetroPack and a 37.5 percent shareholding in MetroBox.

Coda provides end-to-end freight management services, including import/export customs clearance, storage and warehousing, cross-docking and container management services.

Coda has introduced New Zealand's newest fleet of fully intermodal 25 foot curtain-sided containers and is developing a new intermodal freight hub network to support the flow of cargo around the supply chain

Foodstuffs North Island

Senior Business Development Manager - Logistics

June 2014 - May 2015 (1 year)

Auckland, New Zealand

Countdown Supermarkets

Business Manager - Primary Freight Logistics

April 2011 - June 2014 (3 years 3 months)

Auckland, New Zealand

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National Account Manager

March 2008 - February 2011 (3 years)

DHL

Strategic Account Manager - Global Customer Solutions

January 2005 - March 2008 (3 years 3 months)

PBT

Group Account Manager

August 2002 - January 2006 (3 years 6 months)

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