

Gifford Consulting
John Gifford



John has over 30 years of experience in the areas of research and development, technology deployment, project management, business development and commercial deployment of R&D. The main sectors covered include forestry and forest products, wood processing, bioenergy and biomaterials, environmental management, resource management, and public policy and community development. Specific topic areas are forest management, non-timber values from forests, the environmental attributes of forests, forest certification, wood processing, wood product development, wood product markets and the role of forestry and wood products as part of integrated land management strategies. Other specialist areas are water quality management, environmental impact assessment, resource management, senior corporate management, organizational strategic planning; and the innovation and commercialization of new products, services for export markets and community design and development.

John has worked for a wide range of organizations fulfilling R&D, operational management, strategic management, product design and development, commercialization roles and the management of complex projects. Organisations worked for have included:

- Government research organizations (DSIR, Scion)
- Government service providers (Water and Soil Division, Ministry of Works and Development)
- Large industrial manufacturing company (NZ Forest Products)
- Medium sized timber manufacturing company (Verda NZ Ltd)
- Research consortiums (Solid Wood Innovation, Beacon)
- Not for Profit organisations (Bioenergy Association of New Zealand)
- Community organisations (Nga Pumanawa e Waru)

John has also provided a range of consultant services to:

- Ministry of Science and Technology
- Pulp and Paper companies
- Timber preservation companies
- Building material manufacturers

Qualifications:

Masters of Science (Hons) Botany

Affiliations:

Member of the New Zealand Institute of Forestry

Member of Bioenergy Association of New Zealand

Chair; Rotorua Lakes Water Quality Society

Executive Member: Te Arawa Federation of Maori Authorities

Relevant Skills:

Research and Development related to wood products (environmental management, processing technology, commercialization of new products).

Bioenergy and biomaterial production systems and commercialization opportunities

Design and new product development

Project and staff management, risk management and establishment of measurement systems

Company strategy development, commercialization of products, product launch, product market support



- Timber processing companies
- International Energy Agency (Greenhouse Gas Emissions Programme, IEA Bioenergy)
- Energy Efficiency and Conservation Authority
- Ministry for the Environment
- Regional councils
- District councils
- Australian building material manufacturers
- Research associations and consortiums
- Not for Profit Associations
- Private companies

The combination of extensive technical experience in the areas of forestry and forest products sectors, bioenergy, aquatic ecosystems management, environmental management, resource management, sustainability and project management led John to establish his own consultancy in 2012.

Gifford Consulting specializes in the development of research, science and technology and its application to commercial organisations with a focus on sustainable technologies for businesses and economic development. Gifford Consulting has developed a robust process for project management which focuses on reducing the risks associated with deploying innovative technology and solutions for full-scale applications and project implementation. This process focuses on appropriately managing and controlling issues that are potentially un-foreseen at various stages in project cycles as well as the development of appropriate measurement systems. Furthermore, it manages costs, operational complexity and introduces systems to future-proof long term deployment of technologies or systems. A critical part of this process is compliance control, research and analysis, stakeholder engagement, knowledge sharing and transitioning to independent use, management, and control of the technology over time.

Gifford Consulting has also developed a comprehensive catalogue of technology development across the globe related to new generation bio-based processing and biomaterials. This catalogue includes information on the companies involved, technology reviews, current state of commercial readiness and global bioeconomy policy developments.

Gifford Consulting also prepares a “White Paper” series which examine issues and barriers to the commercial deployment of bio-based and bioeconomy technologies. These are used to promulgate the uptake of a bio-based circular economy for New Zealand.

Gifford Consulting collaborates with a range of associates on a project by project basis.