

Simon Coley

25 Selbourne Street
Auckland 1021
New Zealand
+64 21 709 737
simon@coley.co.nz

Simon is a founder, creative director, and strategic thinker with proven expertise in turning ideas into purpose-driven realities. With deep experience in product development, brand building, consumer engagement, and sustainability, he's founded ethical businesses that continue to make a positive impact. From design excellence to storytelling that commands attention, Simon is recognised for creating organisations and products that resonate with consumers by benefiting producer communities. As co-founder of Karma Drinks, Simon established its UK and European business, the company's largest international territory.

EXPERIENCE

Karma Drinks, Auckland NZ/London UK — *Co-Founder, Director*

February 2010 — November 2024

Karma Drinks prove that great taste, doing good, and commercial success can go together. Every bottle, including the iconic Karma Cola, embodies a commitment to quality ingredients, Fairtrade practices, and better futures for farmers. Through the Karma Drinks Foundation, a portion of sales supports education, healthcare, and entrepreneurship in Sierra Leone, showcasing how businesses can drive positive change for people and the planet as a certified B Corporation.

- **Built a Globally Recognised Ethical Brand**, Co-founded and grew Karma Drinks into an internationally celebrated ethical beverage company, pioneering sustainability and social equity in the drinks industry.
- **Expanded into New Markets:** Personally led the establishment of the UK and European market for Karma Drinks — now the company's largest international territory and highest-performing region.
- **Creative Leadership in Branding** Directed all branding, packaging design, and innovative campaigns, so every detail provocatively brought to life the company's values of transparency, fairness, and environmental stewardship.
- **Innovative Product Development** Created ethical, organic beverages, collaborating with Fairtrade partners and suppliers to ensure quality products, flavour and integrity.
- **Revolutionised Ethical Marketing** Introduced bold, innovative marketing approaches that expanded the global presence of Karma Drinks and positioned it as a leader in the ethical drinks industry.
- **Award-Winning Impact** Secured prestigious awards for design, sustainability, and social impact, including Fairtrade and B Corp benchmark awards, celebrating the brand's measurable contributions to communities and the environment.

SKILLS

Design Leadership

Brand Development

Creative Direction

Sustainable Business Practices

Innovative Product Development

Strategic Marketing

Public Speaking

Media Relations

Board Director

LINKS

[Karma Drinks](#)

[All Good](#)

[Powershop](#)

MEDIA

[BBC Worldwide](#)

[TVNZ Sunday](#)

[RNZ — Fairtrade Cola & Bananas](#)

[Documentary — He Who Brings Cola](#)

All Good, Auckland NZ — *Co-Founder, Director*

May 2007 — June 2023

As a co-founder and creative director of All Good, Simon Coley pioneered New Zealand's market for Fairtrade bananas, ensuring fair compensation and better livelihoods for Ecuadorian farmers. He also developed the country's first widely available oat milk product, offering a better-for-the-planet dairy alternative. With a commitment to ethical sourcing and environmental responsibility, including Zero Carbon certified bananas, All Good empowers consumers to drive positive change through everyday choices.

- **Pioneered Fairtrade and Organic Bananas:** Introduced New Zealand's first Fairtrade bananas, ensuring fair wages and better livelihoods for farmers.
- **Launched NZ's First Premium Oat Milk:** Developed the country's first widely available, premium oat milk.
- **Refined Branding Strategies:** Crafted strategies aligned with sustainability goals and enhanced market recognition.
- **Designed Award Winning Packaging:** Created visual identities and packaging that made eco and socially conscious goods attractive to mainstream consumers.
- **Disrupted Market Categories:** Innovated in fresh produce and plant milk sectors with ethical, sustainable products.
- **Elevated Brand Recognition:** Boosted brand presence through creative marketing and storytelling focused on values of sustainability and ethics.

Powershop, Wellington NZ — *Design Director*

January 2007 — December 2015

Powershop changed how we purchase power, making electricity as easy to buy as consumer goods. With satisfaction levels soaring above 90%, Powershop customers don't just pay bills—they take charge. As part of the founding team, Simon helped design the groundbreaking digital energy retailer, transforming how people manage and purchase electricity. Powershop's intuitive platform and app give customers transparency, control, and flexibility. By blending smart tech with a people-first approach, Powershop makes energy management simple, affordable, and sustainable, reshaping how we think about power.

- **Co-created Powershop**, a pioneering digital energy retail platform and brand that revolutionised electricity management.
- **Led the design** of intuitive digital interfaces, making energy management simple and user-friendly.
- **Drove product innovation**, developing tools that empowered customers to monitor and purchase electricity seamlessly.
- **Helped establish Powershop's reputation** as a globally recognised, award-winning digital utility solution.

42 Below Vodka, Auckland NZ — *Marketing Director*

October 2005 — December 2009

42 is the latitude in New Zealand, where air quality is so high that it's a benchmark for the world. The purity of 42 Below Vodka, back story, and Founder Geoff Ross's bravery to be unconventional were a perfect setup for creative marketing and product development before 'disruptive' was a buzzword.

Better by Design, Auckland/Wellington NZ — *Design Director*

August 2004 — October 2006

Co-created and developed Better by Design, a transformative business improvement program by New Zealand Trade and Enterprise (NZTE). Simon played a key role in shaping and launching the program, which empowers companies to integrate design thinking and innovation. Through tailored workshops, expert guidance, and global insights, Better by Design helps businesses enhance customer experiences, drive product and service innovation, and embed design excellence into their operations, fostering long-term growth and competitiveness.

- **Co-created and directed Better by Design**, a groundbreaking program helping New Zealand businesses integrate design thinking and innovation.
- **Led workshops and developed resources**, partnering with businesses to enhance customer experiences and gain a competitive edge through design.
- **Transformed export businesses**, embedding design excellence and customer-centric strategies into their core operations.
- **Built global networks**, connecting with design and innovation leaders to position NZTE as a growth champion through design.

Agency.com, London UK — *Creative Director*

July 2002 — April 2004

Leading teams to design and develop interactive customer experiences for British Airways, Sainsbury's Bank, T Mobile and others at the pioneering interactive marketing agency Agency.com in London and across Europe.

Viant, London UK — *Creative Lead*

November 1999 — May 2002

Viant was one of the first consulting firms to integrate the disparate disciplines of strategy, design, and technology into a single value proposition and project approach. Simon led teams to create and develop interactive customer experiences for Universal Music, Liberty, Diageo and Fidelity Investments

MEDIA & AWARDS

Karma Drinks

TVNZ Sunday — [News documentary 'Good Karma'](#)
BBC Worldwide — [News segment 'Good Karma'](#)
Documentary Film — [He Who Brings Cola](#)
Uprising — [Podcast with Scott Goodson](#)
Jazz Shapers — [Podcast with Eliot Moss, Mischcon de Reya](#)
Challengers & Icons™ — [Podcast with Pearlfisher](#)
Just a Chat With Simon Coley — [Podcast with Made Brave](#)
The Empowered Challenger — [Podcast with Prentice Howe](#)
Method in the Madness — [Podcast with Gregor Matheson](#)
The Plant-Based Business Podcast — [Damien Clarkson and Judy Nadel](#)
Pioneers Wanted — [Podcast with Philip Clarke](#)
Business Is Boring — [Spinoff podcast with Simon Pound](#)
The C-Suite Spot — [Podcast with Tristram Clayton](#)
NZ Sales & Marketing Insider — [Podcast with Ben Rose](#)

All Good Organics

Radio New Zealand — [Fairtrade and banana farmers](#)

Powershop

Idealog Magazine — [Balancing Business and Social Purpose](#)

Best Design Awards (NZ)

2010 SILVER Small Brand Identity for All Good
2010 BRONZE Design Communications for All Good
2012 GOLD Value of Design Award for Powershop
2013 PURPLE Packaging for Karma Cola
2013 GOLD Packaging for Karma Cola
2013 GOLD Small Brand Identity for Karma Cola
2013 SILVER Packaging for Gingerella
2013 SILVER Design Craft for Illustration for Karma Cola
2013 SILVER Interactive, Large Scale Website for Powershop
2014 GOLD Packaging for All Good & Sparkling
2014 SILVER Design Craft for All Good & Sparkling
2015 SILVER Business Communications for Powershop CX Manual
2016 GOLD Public Good Award for Karma Cola Co.
2016 BRONZE Colour Awards Graphics for Karma Cola Co. cans
2017 BRONZE Large Scale Website for Karma Cola Co.
2019 SILVER Interactive Marketing for Karma Cola Co. Giphys
2020 SILVER Graphic Design Craft All Good Oat Milk
2020 SILVER Packaging All Good Oat Milk

AGDA Design Awards

PINNACLE Design for Good

AXIS Advertising Awards

GRAND Design for Good
GOLD Design 360
GOLD Design for Good

[TVNZ Marketing Awards](#)

[New Zealand Innovators Awards 2015 Winner of Innovation in Marketing & Communications- Karma Cola](#)