

May 2026

Position Description and Specifications

Position title: Regional General Manager – Oceania	
Reports to: CEO	Location: Christchurch
Incumbent: New Position	Staff Numbers: 20

Treshna Enterprises, the creators of GymMaster, has been an IT service provider and software developer for 30 years. We specialise in creating tailored membership solutions for gyms globally, with customers in over 70 countries. Our mission is simple: To continuously learn and embrace the unique needs of gym owners to provide our customers with the best possible system to run their fitness clubs.

Learning to us, means learning from our customers. As our customers evolve, we do too. We use our customer led insights to help them build stronger, more connected communities. We take pride in the fact that every line of code, every support ticket answered, and every new idea contributes to something much bigger: helping gyms thrive and people stay connected to fitness.

Position Objective

The Regional General Manager is accountable for driving sustainable growth, customer performance and team effectiveness across the Oceania region. You will lead the regional team, cultivate strategic partnerships and implement tailored sales strategies for high value customers. This means creating a growth driven team environment, building lasting relationships and continuously optimising our processes to secure and retain new customers.

The role will act as a strategic orchestrator between customers and the GymMaster Sales, Customer Support and Software Development teams, ensuring user feedback is heard, understood and translated into meaningful product improvements.

This is a broad leadership role with genuine ownership of the region's trajectory, requiring you to shape and execute regional product development, lift team capability, improve customer outcomes and build scalable operating rhythms that support long term success.

Key Responsibilities and Expected Deliverables

Key Responsibilities	Expected Results
1 Driving Regional Growth	<ul style="list-style-type: none"> • Execute a regional product development strategy aligned to GymMaster’s broader commercial ambitions • Own regional performance across new customer acquisition, customer growth, retention revenue and customer experience • Identify priority market segments, customer opportunities and regional initiatives that will accelerate sustainable growth • Use data, customer insight and market feedback to continuously refine regional focus, resource allocation and execution • Manage regional partners where appropriate to expand our reach and impact • Build a culture of accountability, pace and commercial discipline across the region
2 Strategic Enterprise Account Management	<ul style="list-style-type: none"> • Cultivate relationships with high value accounts to foster trust and mutual growth • Ensure that accounts are consistently supported to enable high levels of growth and retention • Embed consistent account management methodologies across the team to enable scalable enterprise account growth
3 Customer Advocacy	<ul style="list-style-type: none"> • Maintain a relentless focus on the customer and end user experience • Act as a key conduit between customers and the GymMaster team, ensuring customer insight is actively captured, understood and acted upon • Build strong relationships with customers to understand their operating realities, pain points, product needs and growth opportunities • Partner closely with Developers and customer facing teams to improve the customer experience and strengthen customer outcomes • Embed a customer listening culture across the regional team, ensuring team members respond quickly, thoughtfully and commercially to customer needs

4 Team Leadership, Engagement and Capability	<ul style="list-style-type: none"> • Lead, develop and enable a high performing regional team across Sales, Customer Support and Software Development • Foster a culture where experimentation, speed and learning are encouraged. • Lift team capability through coaching, performance management, clear prioritisation and consistent operating rhythms • Lead confidently through ambiguity and organisational change • Attract, retain and motivate strong talent across the region
5 Operational Optimisation	<ul style="list-style-type: none"> • Maintain regional CRM hygiene and ensure data quality for accurate reporting and decision making • Build repeatable systems and processes that allow the region to scale without losing quality, pace or customer focus • Identify and implement automation solutions for labour intensive processes in onboarding and sales administration

What Success Looks Like

In this role you will be measured by:

- **Regional Growth:** Sustainable growth in regional revenue, new customer acquisition, customer expansion and retention
- **Outbound Sales Progress:** Improved outbound capability, pipeline quality, activity levels, conversion discipline and team confidence in proactive sales execution
- **Customer Satisfaction:** Maintaining high Net Promoter Scores (NPS), reflecting positive customer experiences
- **Employee Satisfaction:** Ensuring high Employee Net Promoter Scores (eNPS), indicating a positive and engaged team environment
- **Product Contribution:** Meaningful and positive contributions to product development, including high quality customer insight, roadmap input and identification of product or user experience improvements

Person Specification

Your Experience and Key Attributes

To thrive in this role, you will need to be:

- **Customer Focussed:** Experience in the technology sector is not a requirement for this role, but you will have operated in roles that have a laser focus on customer success, engaging directly with customers and a commitment to providing exceptional service
- **A People Manager:** You have a knack for building, motivating and leading high performing cross-functional teams
- **A Strategic Leader:** You need to have experience in developing and executing strategic plans to drive growth
- **A Team Player:** Ability to work well with staff in the region as well as management
- **Commercially Minded:** You understand the importance of productivity, sustainable performance and taking a long-term view
- **An Experience Creator:** You value customer experience and customer growth from retention
- **Results Driven:** You have a proven track record of achieving sales targets and driving revenue growth
- **A Balanced Decision Maker:** You use data, insight and experience to inform decisions, while applying sound judgement and pragmatism
- **A Collaborative Problem Solver:** One of the most valued traits in this role is the ability to clearly identify and communicate the problem or desired outcome, while empowering the Development team to determine the best technical solution. Rather than directing how something should be built, the focus is on encouraging Developers to provide recommendations, alternative approaches, and potential solutions based on their expertise. From there, informed decisions can be made collaboratively to determine the most effective path forward and implement changes successfully

Agreement

This Position Description describes the essential responsibilities and qualifications of the position described. It is not an exhaustive statement of all the duties, responsibilities, or qualifications of the job.

I confirm that I have read this Position Description and understand the essential functions of the position, Key Responsibilities and the Expected Deliverables.

_____ Employee Name	_____ Position Title	_____ Signature	_____ Date
_____ Manager's Name	_____ Position Title	_____ Signature	_____ Date