

Warren Wright



As a Key Account Manager at Key Industries, Warren brings genuine experience and pragmatism to agricultural sales and service. With over 30 years in the industry, he brings a unique blend of hands-on expertise and strategic insight, honed through his background in dairy farming, technical sales, and owning a motorcycle dealership.

Warren's specialised knowledge in pest and disease control sets him apart, particularly his expertise in the use of insecticides and biological products for large-scale agricultural applications.

Central to Warren's role is his work in trial development and product innovation. A third of his time is given to testing and refining new agricultural solutions, ensuring they meet the demands of New Zealand's unique farming conditions.

These trials balance cutting-edge science with practical realities. For growers and retailers, this means better tools to address pest and disease control while improving productivity. It also means that Warren's recommendations and insights are rooted in proven results.

In addition to trial work, Warren is deeply committed to supporting his clients through strategic account management and sales. Whether it's forecasting stock needs, providing technical guidance, or being available when needed (24/7 if necessary), clients know he will find solutions for them.

Outside of work, Warren is, by his own admission, a "two-wheel nut". He enjoys everything from enduro and motocross to mountain-biking, and often heads off for cycling trips with his wife, Janeane. Whether exploring roads less travelled in New Zealand or taking their bikes overseas, Warren loves a two-wheel adventure.