

Lyndoch Hill

Barossa Chateau

CREED
WINES



Mark Creed

Personal Details

Born in the UK, in 1964, Mark migrated to Australia with his parents in 1970. The Family remained in South Australia, and from a young age Mark began building a passion for wine, and for the Barossa region. He has been married to his high School sweetheart since 1986. From the age of 16 he became an avid collector of wine, mostly Barossa produce, and after many world travels he eventually became a resident of the Barossa region in 1998. It was no surprise that after a few years in the Barossa and through the development of Creed Wines Mark was involved in the Wine industry, developing a world class Wine brand, selling wine into the domestic market & shipping wine into 6 countries, (including 18 US states), and 1000's of dozens to China.

The Wine business has evolved to create a number of brands, and has created a substantial and valuable Winery production facility. Recognition is growing for the wine itself, and the business has enjoyed extraordinary growth and success.

Mark has drawn experience from his executive career in design within the building services industry, he has for many years developed an entrepreneurial drive, and a spirit of adventure, indulging in recreational employment (international working holidays) creating and operating a number of businesses, and in more recent times, establishing somewhat more substantial business enterprises generating significant local employment, and contributing greatly to the local economy.

Mark is loyal, determined and driven, his personal Credo, 'I won't die wondering' . . . revealed through his love of sailing and flying as a private pilot.

Key Role / Responsibilities

Mark carries the role of General Manager. Operational tasks include Wine Making, Marketing, Financial Management, Strategic Planning & Growth, and Business Development.

Mark liaises with various consultants on operational activities and plays an integral part in all day to day decision making required in the on-going operation of each business.

While direct sales is often something outsourced, Mark remains 'hands on' and regularly holds tasting sessions at the Creed Cellar Door located at Barossa Chateau.

Professional History

Managing Director

Creed Wines

- Wine by Decree
- Dry Grown Projects
- Winna Wines
- Heinzach Wines

Managing Director

Barossa Chateau / BizInvest Pty. Ltd.

- Winery / Cellar Door
- Art and Antique Gallery
- Functions & Conferences
- 5 Star accommodation
- Café and Giftware

Managing Director

Lyndoch Hill Retreat/Ausescape Pty. Ltd.

- Accommodation, 34 Rooms
- Conference Centre
- World class gardens
- Restaurant & Functions

Partner

Belle Cottages / Bellescapes

- Exclusive B&B Accommodation
- Limousine/Sports Car Rental

Director

BizVenture Pty. Ltd.

- Investment / Property Developing

Senior Designer

Gascoigne Consulting
Meinhardt Engineers
KBR (Halliburton, Kinhill Engineers)
Detroit Engineering
Lincolne Scott Consultants

Tourism Adventures . . . !

European Tour Coach Driver
Resort Cook & Manager
Domestic Retail Travel Agency