



Rochelle Roddick

CA, BCA, MInstD

Director – Tax, PKF Kendons

Rochelle Roddick is a highly experienced tax advisor with 30 years of experience in accounting, tax advisory, and financial risk management.

About Rochelle

Rochelle has worked with a diverse range of clients, including New Zealand and international businesses, not-for-profits, and public sector organizations.

Rochelle joined PKF Kendons on Monday, 7 April, bringing a deep understanding of tax strategy, governance, and business advisory services.

Raised in Upper Hutt, Rochelle earned her degree (BCA) from Victoria University of Wellington before starting her career at PwC, where she developed strong technical skills in tax advisory and compliance and risk management.



Overseas Career

Rochelle's career took her to Amsterdam, where she spent seven years managing direct tax across multiple European subsidiaries at Applied Materials, a global leader in semiconductor manufacturing. In this role, she provided tax support for business units, streamlined tax processes across European entities, and collaborated with international teams to optimise business strategies.

While in Amsterdam, she and her partner, Darryl, welcomed their daughter, Ariana.



New Zealand Career

Upon returning to New Zealand in 2006, Rochelle took on senior tax advisory roles, including at Tax Team Limited (now part of PwC NZ), where she specialised in advising not-for-profits and public sector entities.

During this time Rochelle built strong relationships with key government agencies, including the Ministry of Business, Innovation and Employment, providing tax reviews and financial risk assessments.

In 2007, Rochelle and Darryl expanded their family with the arrival of their twin boys, Henry and Jack.

Rochelle joined Findex New Zealand in 2013 and became a Partner in 2019, where she was a key member of the senior leadership team. She managed a significant client portfolio, advising businesses and not-for-profits on tax strategy, financial risk, and governance. She also worked closely with boards, presenting financial insights and advice on risk.

Commitment to Sport & Community

Beyond her professional career, Rochelle has a deep commitment to sport and community involvement. A keen cricketer and netball player herself, she has dedicated countless hours to coaching, mentoring, and sports governance.



Rochelle coached Ariana's netball teams through school and Henry and Jack's cricket teams, fostering a love for sport and teamwork. Her passion for cricket led her to governance roles, including Chair of the Porirua City Junior Cricket Club, board member of Cricket Wellington (where she chairs the Finance & Risk Committee), and Chair of the New Zealand Cricket Museum.



Rochelle is a director of the Falcons Premier Hockey franchise. Currently, she is coaching the Wellington Māori Women's Cricket team, supporting the growth and development of women's cricket.



When not on the cricket field or in the boardroom, Rochelle enjoys an active outdoor lifestyle. She likes to get out on her mountain bike, exploring Wellington's trails whenever she gets the chance. She also enjoys walking, making the most of the coastal and bush tracks around Camborne, Porirua, where she lives.



With Ariana now in her second year at Auckland University and Henry and Jack in their final year at HIBS, Rochelle balances her professional expertise with a strong dedication to her family, sport, and community. She is excited to bring her extensive experience and leadership to PKF Kendons, supporting clients with trusted, strategic business advice.

