

# Mark Dobson



Mark grew up with farming and machinery in his blood. His grandfather was a local potato grower and Mark's father, Philip, began the Dobmac Agricultural Machinery business when Mark was just a baby.

Enjoying the outdoors and tinkering with anything with a piston, Mark often worked alongside his father in the garage on motorbikes, mowers and cars.

Mark finished grade 10 and began an IT traineeship at a local Tasmanian high school. This led to him moving out of home and Tasmania for an IT service job with

TAFE South Australia. One year later he returned home to set up a technology company within the Dobmac family business. As well as servicing his IT customers, Mark installed cameras on field machinery to increase accuracy and operator efficiency.

Mark's ability to 'fix anything' saw him become more involved in other aspects of Dobmac, working his way up through the ranks from manufacturing, machine installs, services and then sales.

In 2012 Mark's father suffered a terrible health setback that put Mark into the General Manager role which he continues today. Mark really

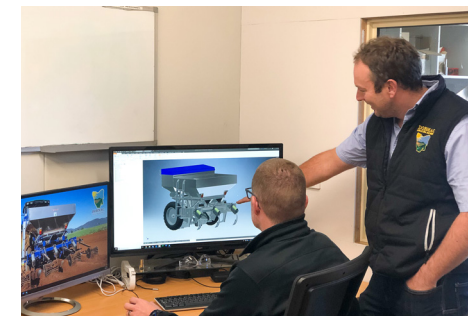
enjoys the variety of experiences that Dobmac provides, and as General Manager there is never a dull moment.

Part of Dobmac's vision is to be an innovative market leader in the design, manufacture, supply and service of specialist agricultural machinery in a global market. This has led to Mark travelling all over the world for trade shows, sales and service trips.

Mark loves working with customers providing the best solutions for their complex needs whether infield or processing. The Dobson family take great pride that many suppliers and clients have become lifelong friends.

Married with two young girls, Mark is still tinkering with machinery on their small property and currently has plans to lead Dobmac into a second-generation, family owned company. Mark is thankful for the strong and committed team around him that makes his job so rewarding and keeps him excited for the future.

*"I get immense satisfaction seeing projects come together from concept to completion"*



## General Manager of an Agricultural Machinery Business

The Role	Prerequisites	Skills Needed	Salary Guide	Training options	Resources needed	Next career step
<p>Manage all staff in the business</p> <p>Mangage quotes and customer liason</p> <p>Coordinate freight, customs and quarantine</p> <p>Carry out installs, service and warranty work</p> <p>Attend conferences and trade shows</p> <p>Manage employment and HR issues</p> <p>Problem solver for everyone!</p> <p>Working to plans</p> <p>Interpreting plans</p> <p>Liase with other electricians, engineers, tech support and other tradies</p>	<p>Ability to wear several hats</p> <p>Like variety and be adaptable</p> <p>Love travel and able to work in remote places</p> <p>Work as team player as well as autonomously</p> <p>Good listening and communication skills</p> <p>Good observation</p> <p>Able to interpret and work to technical drawings</p> <p>Ability to work to deadline and underpressure</p> <p>Use safe working practises</p>	<p>Basic knowledge of cropping and farming practices</p> <p>Basic knowledge of post-harvest processes and market requirements</p> <p>Good IT skills</p> <p>Ability to convert foreign currancy</p> <p>Knowledge of basic global trends</p> <p>Basic Maths for applying margins and discounts</p> <p>Understanding of financial information</p> <p>Good communication</p> <p>General business management skills</p> <p>General admin skills</p>	<p>\$53,000 - \$155, 000</p> <p>Depends on size of enterprise and level and reponsibilities</p> <p>(payscale Australia)</p>	<p>Training options can include:</p> <p>Aprentaships</p> <p>Certificates in business, agriculture, automation</p> <p>Diploma in Business Managment, Automation, Agriculture</p> <p>Degree in Business Managment, Automation, Agriculture</p> <p>(many topics at many levels can be taken to progress in this role)</p>	<p>Car licence and transport a must</p> <p>Forklift Licence</p> <p>Heavy rigid licence</p> <p>Working at heights (optional)</p> <p>Welding, fitting, turning, lathe &amp; spray painting certificates</p>	<p>Develop within current enterprise that you work for</p> <p>Move to a role for a larger company or one in a different sector</p>