

# CNH Industrial announces new structure for Australian ag machinery market

Hi Prominent ag machinery brands Case IH and New Holland have a new man at the helm with the appointment of Brandon Stannett to a new position as CNH Industrial Agriculture Segment Leader for Australia/New Zealand. Brandon has been leading CNH Industrial Capital for Australia/New Zealand for the past four years, providing a robust knowledge of the local market and existing relationships with the Case IH and New Holland teams. "Taking a fresh look at our engagement with both dealers and customers will be a priority. The local ag sector has had more than its share of challenges in recent times, so the time is right to refocus and re-invigorate our approach to products, services and support, together with business and network efficiencies," he said. A release is attached on the appointment, along with an image of Brandon, and for further information or interview requests, please don't hesitate to get in touch. Kind regards, Kylie Galbraith Seftons Tamworth NSW 2340 Ph. 0411 480 208

----- CAPTION: Brandon Stannett has taken on a new role heading up the Case IH and New Holland brands. MEDIA RELEASE CNH Industrial announces new structure for Australian ag machinery market CNH Industrial has announced a restructure of its agricultural machinery business in Australia and New Zealand, with the appointment of a new leader across both the Case IH and New Holland Agriculture brands. Brandon Stannett has been appointed the Managing Director – Agriculture, Australia and New Zealand, assuming responsibility for CNH Industrial's Agriculture Segment from Michele Lombardi, in a new position created as part of a global restructure announced in January. At that time CNH Industrial revealed changes to its organisational structure across the five segments of its operations, in a bid to become closer to its customers, streamline decision-making processes and encourage faster and more market-focused innovations. Brandon has been leading CNH Industrial's captive finance business in Australia and New Zealand for the past 4 years, which he said offered the advantage of a strong knowledge of the local market when it came to his new role. "It's certainly an advantage already knowing the Case IH and New Holland Agriculture teams and having those existing relationships, and I look forward to the opportunities this new structure offers both brands, our dealers and our customers," he said. "Taking a fresh look at our engagement with both dealers and customers will be a priority. The local Ag sector has had more than its share of challenges in recent times, so the time is right to refocus and re-invigorate our approach to products, services and support, together with business and network efficiencies. "CNH Industrial, through our Case IH and New Holland Agriculture brands, are global leaders in the agricultural equipment and products sector and are always looking to the future with advances such as automation, connectivity and alternative fuels that will be the foundations for the next generation of advances in farm productivity and efficiency. This restructure has come about because our industry is experiencing a period of accelerated change – automation and digital technology being key examples – so we need to make the changes that will secure our reputation for innovation and excellence into 2020 and beyond. "I'm privileged to be leading this process across Australia and New Zealand for CNH Industrial and know that we have the teams in place with the knowledge, passion and foresight to make some real differences where it matters: innovative products and market-leading agricultural solutions." Brandon has a strong financial background, working in senior roles in some of Australia's largest banks, and founding a financial consultancy practice and leasing business, before joining CNH Industrial.

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