

## MEET OUR BUSINESS DEVELOPMENT OFFICER



THE OPPORTUNITY to cultivate relationships with existing and prospective clients will be a key focus for StockLive and Elite Livestock Auctions' new Business Development Officer, Phil Edwards.

Starting in the role in August this year, Phil's lifelong career in agriculture equips him well to understand the needs and requirements of stud breeders, livestock producers and saleyard operators.

Phil grew up on his family's beef cattle property in the Stroud/Gloucester region of New South Wales, and after leaving school, worked in artificial breeding in the dairy industry for four years. He later moved to central New South Wales to manage beef cattle studs and mixed beef/sheep and grain properties where he also became a licensed auctioneer and stock and station agent.

Over the past 14 years, Phil oversaw National Livestock Identification System (NLIS) scanning operations for what is now known as AAM Operations in saleyards across southern Queensland, and said he is excited about his career change and the opportunities ahead.

"I am really looking forward to getting out on the road and meeting buyers and sellers and helping to grow the business," Phil said.

"StockLive and Elite Livestock Auctions use technology to enhance access to livestock and breeding sales and I see great opportunities to help expand the business nationally and internationally.

"Domestically, both services have been well adopted on the eastern seaboard, however I see we have a greater role to play for sheep and cattle breeders in South Australia and Western Australia.

"I am keen to support these breeders to start using the platforms so they can make online purchases and bring stock from the east, and likewise, sell their western-bred stock to eastern buyers.

"In the long-term it will also be rewarding to see overseas buyers competing in the same markets where breeding packages are eligible for export."