

NORTRAX

Chris Holmes is the Vice President of Product Support & Marketing for Nortrax overseeing 54 parts & service operations in Canada and the USA. Nortrax is one of the largest John Deere Construction and Forestry dealers in North America and spans several Canadian provinces and American states. Nortrax is wholly owned by Deere & Company.

Chris graduated with a Bachelor of Business Administration from the University of New Brunswick and has been involved in the Construction and Forestry business for over 32 years. His scope of experience includes Sales & Marketing, Product Support, Finance & Administration, Worksight Technology, Business Development and Operations.

After graduating from University, Chris began his career working for John Deere Canada, a career that spanned ten years. After successfully leading a dealer ownership transition in Toronto, Canada, he moved from the manufacturing side with John Deere to the retail market as a General Manager for a Construction & Forestry dealer. His career has continued to advance with increasing responsibility throughout North America with his latest executive leadership role based out of the Nortrax Head Office in Tampa, Florida.

Chris resides in London, Ontario and travels extensively throughout the Nortrax operations. His belief in being active in the field working with management teams takes him to many of the 54 Nortrax locations.

Over the 32 years in the industry, Chris has built a disciplined approach to business that recognizes that it's the people that drive business success. Get them aligned and motivated with clear direction and processes and business success will follow.



Chris Holmes

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NORTRAX



Topic 1. IDENTIFICATION OF NEW INNOVATIVE SOLUTIONS

FROM.....

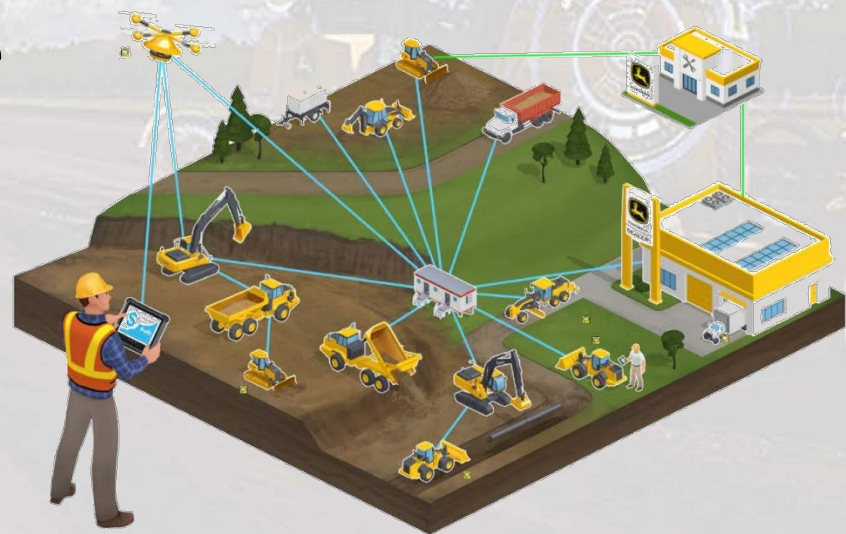


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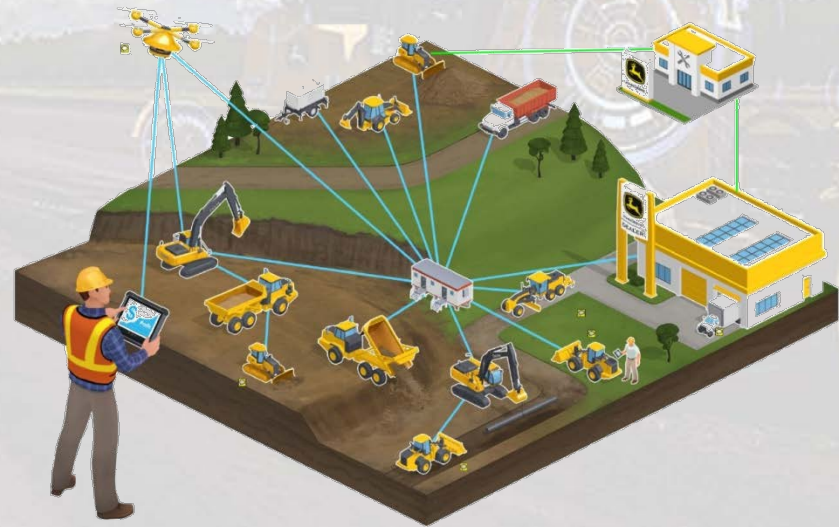
Topic 1. IDENTIFICATION OF NEW INNOVATIVE SOLUTIONS

- ❑ Current & Future Technology Focus – Impacting Productivity, Uptime, Operating Costs
- ❑ Four core areas of change: Equipment, Data & Data Analytics, Emerging Technologies & People
- ❑ Support: Proactive -vs- Reactive Customer Support
- ❑ Evolving from equipment to jobsite management
- ❑ Data is just data until someone or something translates it into an action – people component



Topic 2. CHALLENGES & BARRIERS

- ❑ Innovation -vs- Adoption Rate
- ❑ Internal -vs- Contractor Execution
- ❑ Technologies Available Today - Jobsite Ready?
- ❑ People Drive Value From Technology – Finding The Right People/Workforce



Topic 3. LEVERAGING THE NINE KEY SUCCESS FACTORS FOR INNOVATION

- ❑ Culture Shift – Internal & Contractor Refocusing
- ❑ Early Adopter Involvement in Development – Internal/Contractor
- ❑ Rapid increase in positive experiences – technology is here to stay.
- ❑ Constant Communication – Culture Stick
- ❑ Validation – is it impacting Productivity, Uptime and Operating Costs?
- ❑ If not, reinvent processes to drive contractor value

