



A Team of Professionals Who Coach Equipment Dealers to Peak Performance

FOR IMMEDIATE RELEASE

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Machinery Advisors adds Members

New members add capabilities in applying technology and leadership

[BURLINGTON, VT, 11 May 2020] The nine members of the Machinery Advisors Consortium (MAC) are pleased to announce two more members who add capabilities to advise machinery dealers and manufacturers in performance improvement in the application of technology, leadership development, and networking to assist women in dealerships.

As an entrepreneur with startup information technology companies, Jim Henderson is leveraging that practical experience to help dealers in applying technology in their businesses. In January, he was a keynote speaker at Lessiter Media's 'Precision Farming Dealer Summit 'and linked his experience to those of farm equipment dealers with PF. He helps other equipment dealers in construction and HVAC to plan and implement new dealer business systems including re-engineering their processes. He is the Founder and Managing Partner of Exemplary Group and co-founder of Keymark, Inc. an Inc. 500 technology solutions business. He leads several dealer best practice groups.

Robin Currie is the next generation in Currie Management Consultants which she joined in 2007 after experience in retail management. Her training and focus are on leadership and executive coaching such as the highly successful year-long program for new dealership leaders. In addition to leading The Currie Training Center, Robin will moderate two new MAC initiatives – the MAC Women's Networking Forum and Women of Distribution Dealer Group more details of which are on the MAC website.

MAC is a team of professionals who coach equipment dealers to peak performance. The eleven Advisors have almost 400 combined years of experience in our distribution. The value added from each MAC Advisor and the services of MAC are available at www.MachineryAdvisors.org

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If you would like to know more about MAC and our services, please contact George Russell, any of the other Advisors or Marianne Wood at Marianne.Wood@MachineryAdvisors.org.

<https://www.exemplarygroup.com>

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