

# MEET OUR TEAM



## GAVIN MCEWEN GENERAL MANAGER

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Gavin is from a Waikato dairy farming background, with a degree from Lincoln University. He has more than 20 years' experience in agricultural information technology, with experience ranging from business analysis and database design, to owning and managing businesses involved in software development and international distribution. As General Manager, Gavin's main objective is to bring Farmax tools into the mainstream of New Zealand pastoral farming through collaboration and integration with others in the industry. Aligning Farmax values and motives with industry good is something Gavin is passionate about.



## VICTORIA HAMLIN PRODUCT MANAGER

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Victoria joined us in June as our product manager. Her role includes looking after the developments of existing and new products, working with key industry partners, and providing support and assistance on the HelpDesk. She attended Victoria University where she completed a Bachelor of Arts majoring in history and political science. Prior to joining Farmax, Victoria worked for Beef + Lamb New Zealand as a farm programme co-ordinator, where she engaged with Farmax on various projects.



## ANDREW DEAN PRODUCT DESIGN LEAD

Email: [andrew.dean@farmax.co.nz](mailto:andrew.dean@farmax.co.nz)

Andrew is a townie who has learned more about farming than he ever expected to over 15 years' designing software for New Zealand's farmers. He is a usability specialist with a very hands on approach to researching his users' unique needs, so he is no stranger to overalls and gumboots.

During his time at LIC, Andrew designed and led the development of MINDA software. He went on to design its successors on the web and mobile, including MINDA Milk, MINDA Lookup and MINDA Calving, as well as other LIC products like MINDA Land & Feed, EZ Link and Protrack. Outside of LIC, Andrew's work has included designing the current AgResearch website, the current app of The Warehouse and consulting for the likes of Mainfreight and Massey University.

Andrew has a Bachelor of Computing and Mathematical Sciences (BCMS) and a Bachelor of Arts, both from the University of Waikato. He holds User Experience Certification (UXC) from Nielsen Norman Group, the world's leading user experience consultancy.



## KATE CROMIE HELPDESK MANAGER AND TRAINING COORDINATOR

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Kate is a technical specialist, which involves managing the HelpDesk and assisting customers with technical questions. She is also our training coordinator where she organises training courses throughout the country. Kate is also involved with Farmax events, and software development. Kate is originally from Canterbury and made the big move up to the Waikato after completing her Bachelor of Software and Information Technology, majoring in Agribusiness, at Lincoln University.



## JACK KEYS TECHNICAL SPECIALIST

DDI: +64 7 981 4997 > Phone: 0800 327 629 > Email: [jack.kees@farmax.co.nz](mailto:jack.kees@farmax.co.nz)

Jack is involved in various projects with the team, including co-ordinating Farmax UK, accreditation and software development. Jack is also a HelpDesk assistant and will be running some of the training sessions around the country. He is currently studying a Bachelor of Management Studies (Hons) majoring in Agribusiness, as well as a Bachelor of Science majoring in Biological Sciences, both at the University of Waikato. Jack also enjoys playing a range of sports and his go-to place is the Coromandel for camping and tramping.



## THOMAS BOTICA TECHNICAL SPECIALIST

DDI: +64 7 857 0829 > Phone: 0800 327 629 > Email: [thomas.botica@farmax.co.nz](mailto:thomas.botica@farmax.co.nz)

Tom joined Farmax in November 2016, fresh out of Lincoln University where he studied a Bachelor of Agricultural Science. He will be involved with many aspects of Farmax, largely assisting customers on the HelpDesk and running training sessions around the country. Additionally, he will help with the various other projects and software development. Tom was born and raised in Matamata, before moving to Wellsford and then Christchurch, and is now back in Horotiu on the family dairy farm. He has worked on numerous dairy, and sheep and beef farms throughout the country. Outside of work he loves cricket, squash and powerlifting, the latter for which he is nationally ranked.



## BRENDA HODGETTS ACCOUNT MANAGER

Phone: 0800 327 629 > Email: [accounts@farmax.co.nz](mailto:accounts@farmax.co.nz)

Brenda joined the team in April 2017. Brenda is responsible for the administration and accounting functions for Farmax along with system and internal process improvements and implementations. Brenda has spent most of her working career, working within small businesses and has been a small business owner for many years. She has spent time as a dairy farmers wife and has an interest in farming in general. She has done quite a lot of 4 wheel driving over many farms in the North Island. In her spare time she attends Zumba Fitness classes and assists with their SBA accounting business. She is often heading away in the weekend in her Motorhome to spend time visiting her family and friends.



## KENDALL MCEWEN TECHNICAL SPECIALIST

Phone: 0800 327 629 > Email: [support@farmax.co.nz](mailto:support@farmax.co.nz)

Kendall has a varied role at FARMAX, including managing communications, organising events and creating marketing materials. She also looks after office administration, annual reports, software testing and assists with the HelpDesk. Kendall has just completed a Master of Management Studies majoring in Sustainability at the University of Waikato, and has completed a Bachelor of Social Sciences majoring in Writing Studies and Social Policy. In her spare time, she enjoys soccer, snowboarding and wakeboarding, and loves spending time with her younger siblings.



## PAUL MARSHALL SOFTWARE DEVELOPMENT

Paul is a senior software developer for Rezare Systems, but spends much of his time as a developer contracted to Farmax. He has 25 year's experience in the New Zealand agricultural software industry, having previously worked for AgResearch and its predecessors. He first became involved with pastoral systems modelling in 1988, as lead developer of the original MAF Stockpol model which formed the foundation of today's Farmax tools. Paul is a proficient Win32 application developer. He is also experienced with web application design and development, and with database and spatial systems.



## MARK DONNELLY CONTRACTED CONSULTANT

Mark has lead the implementation of Farmax's new Customer Relationship Management system, reviewed our information technology infrastructure, and is co-project manager for Tuhono Whenua: the Benchmarking Framework Project. Mark's experience in business, technology, and process and project management is a valuable addition to the Farmax team. After seven years working at LIC in a variety of roles, including executive advisor to the CEO, he now operates his own consultancy business.