The Institution of

Agricultural Engineers

Founded 1938 – Incorporated 1960

**The Michael Dwyer Memorial Prize 2017**

## Jonathan Henry

Jonathan spent his early career in Ayrshire working as a technician for a John Deere dealer, Grangestone Farm Equipment. He represented Scotland in the John Deere Technician of the Year Award competition and then went on to study at the Scottish Agricultural College (SAC).

After graduating from SAC in 1993 with a HND in Mechanisation, Planning and Business Management, Jonathan joined John Deere. He started as area manager product support (AMPS) in south-west England, and from 1997 to 2001 as a territory manager in the north of England and borders of Scotland. Subsequent appointments included product manager of the agricultural management solutions (AMS) precision farming technology range, key accounts manager, combines product manager and division sales manager from January 2006.

During his period as product manager of AMS, he provided practical and logistics support for a project with Unilever, Dale

Drills and a focus group of farmers

heralding the first CTF system in Europe. He was instrumental in introducing the RTK correction used for the remainder of the project.

Since February 2009, Jonathan has distinguished himself in various Product Marketing assignments with platform operations, including Mannheim Germany, Waterloo Iowa, and East Moline Illinois. He was instrumental in assuring that customer requirements were satisfied for the 6 to 8 R series tractors launched in recent years. Since May 2015, Jonathan has been Director, Planning, Global Harvesting Platform, where he successfully led ambition and product planning, partnering functions, and in-organic growth strategies for the Global Crop Harvesting Business.

Throughout his career, Jonathan has demonstrated a strong commercial aptitude as well as a passion for customers. His knowledge of European customer requirements and UK and Irish dealers, coupled with his demonstrated leadership, collaborative style and drive for results, have proved a valuable asset for John Deere's business in these important markets. As a result, in July 2016 Jonathan was appointed Sales Branch Manager, United Kingdom and Ireland, reporting directly to John Deere's Vice President, Sales for Europe, North Africa, Near and Middle East.