



Rodney Miller Talks Small Farmers, Respectful Leadership

Find out what's in store for small farmers -- and how Miller gets the job done.

(Rodney Miller - Ag Leaders - Page 2 of 3)

Rodney Miller is McCormick International USA's chief executive officer. Small farmers are going to be getting a lot of Miller's and the McCormick Tractor team's attention.

"We're wanting to increase our network of rural lifestyle McCormick dealers to help improve our customers' whole buying experience," he says.

"From consultation and purchase to the follow-up after the sale—which may be the most important aspect—we want to be different. We want to be a relationship company and we want to show our customers we care about them and the products we sell."

To that end, Miller says, "We have an obligation to our community and the industry as a whole.

"We're working hard on our sales training programs. We have a new department to help track and educate dealers about tractor features that will be most appealing to the emerging small-farmer customer base."

In addition, Miller intends to expand McCormick's online tools to teach new tractor owners all the tractor basics they need to know—from PTO to the three-point hitch and everything in between.

He's also interested in developing stronger relationships with existing McCormick Tractor owners. Miller believes their stories and feedback will be a key part of McCormick's future.

How Miller Gets the Job Done

Miller says, "I'm definitely a lead-by-committee type of guy.

"I believe in getting lots of input from my colleagues and friends. Seldom do I have to make a final decision, as we generally agree on our approach after debate.

"However, I will not let that process slow down decisions that need to be made in a timely way.

"I just believe getting buy-in is important as we try to guide this company. I hope that this is a better place to work now than a year ago. I truly care about our employees and consider them equals.

Further describing his goals and philosophy, Miller says, "I hope to continue to influence this company and its employees, dealers, and owners in a positive way. There are so many people in this industry that I admire and look up to, and they have taught me much. I hope to somehow give something back to them and the industry."

McCormick Tractors builds and distributes agricultural tractors for both full-time and rural-lifestyle farmers. Their line of tractors starts at 28 horsepower and goes thru 280 horsepower.

Take a tour of the McCormick's compact tractor line at www.mccormickusa.com/product_range.php?id=14.

Prior to heading up McCormick, Miller served as CEO of Montana Tractors, taking the company from \$2 million in annual revenue to more than \$80 million in annual revenue in just 3 years.

Miller also played a significant role in the establishment of Valtra Tractors, was a territory manager for both Long and Mahindra Tractor companies and owned and operated a tractor dealership for more than 10 years in Illinois.

Miller can be found mowing and moving hay with his compact CTU65 McCormick tractor around his home in Georgia, where he lives with his wife Kendra and their three children.



See photos of a few of Miller's vintage tractors on page 3>>

Page 1 | 2 | 3