



Justin Myers

**Business Manager, 3M Automotive
Aftermarket Division, ANZ**

**WE SAT DOWN WITH
NEWLY APPOINTED
BUSINESS MANAGER
JUSTIN MYERS, WHO
SHARES HIS
30-YEAR JOURNEY IN THE
INDUSTRY AND
DISCUSSES HOW HE WILL
LEAD 3M'S AUTOMOTIVE
AFTERMARKET DIVISION
IN OUR RAPIDLY
CHANGING INDUSTRY.**

NCR: How about we start with a bit about your background?

JM: I originally wanted to be a builder, but was guided by my dad who suggested there were better options. He got me a job in the school holidays with a mate of his, David Weatherall. David, of course, is a Lifetime Achievement Award Inductee.

I went on to do a spray-painting apprenticeship at Ithaca TAFE whilst working at Weatherall Prestige Autobody in Brisbane, beginning at the age of 15. I must say, I couldn't get a better mentor and teacher in my early years. So, as you see, I'm actually from the industry.

After finishing my apprenticeship and spending some time with Weatheralls, I moved around, working for several larger shops in Brisbane, learning the craft and all about the industry. After a couple of years I almost went to work in the aircraft industry, but received the opportunity to work for Metro Refinish Supplies, the PPG Distributor in Brisbane as a technical demonstrator, followed by a couple of years working at PPG, also as a technical demonstrator.

I was young and keen to maximise my income, so I left PPG and started working as contract painter for a period of time, although I did miss the customer contact. I went back to Metro Refinish as a Business Development Manager in 2003 and an opportunity came up as a territory sales rep with 3M covering the area from Toowoomba to Cairns. This year I'll be celebrating 17 years at 3M and 30 years in the collision repair industry.

NCR: And what was it that attracted you to 3M?

JM: I knew a bit about 3M's products as I was selling their range whilst working at Metro Refinish and I'd used the products whilst I was on the tools. However, it was their reputation for innovation and consistently delivering market leading products that was the real attraction.

However, it was not until I joined the organisation that I fully appreciated the strong values and reputation to deliver products and systems that work – first time, every time.

I also remember being “super impressed” when I realised that many products that we use today in our industry were actually invented, developed or enhanced by 3M. I thought back then – and still believe today – “Why use second best when you can have 3M?”

NCR: And I believe you have undertaken several roles at 3M?

JM: In my initial role as a Territory Sales Specialist in the Automotive Aftermarket Division (AAD) from Brisbane to North Queensland, I won various awards over a five-year period and then progressed to become the Regional Sales Manager, initially for Queensland, before the role expanded to include New South Wales.

Then, one Friday afternoon in 2012, I received a call offering me a role in New Zealand as Industrial Sales Manager and I had no hesitation. I believe you have to grasp your opportunities when they are presented, so I moved my wife and two young children to the north shore of Auckland, which we thoroughly enjoyed for two and a half years.

Following a restructure, I got a call to return to Australia to take up the role as Business Manager Electrical Markets Division, which was here in North Ryde, and I've been based here ever since.

However, I missed the automotive aftermarket and jumped at an offer from Andrew King to come back, initially in a regional role before stepping into the National Sales Manager's position in 2018.

By 2019, Andrew had moved into another position and, following some other changes, in November I was appointed to my current position,

Business Manager for the AAD, ANZ, reporting to Chris LeBlanc, 3M country business leader for the Safety and Industrial business. Chris has also recently been appointed to the position of Managing Director 3M ANZ.

NCR: So, what are the primary responsibilities as Business Manager?

JM: First and foremost, as the business leader I have the responsibility to set a clearly defined vision for the 3M ANZ AAD that is consistent with the AAD global vision of 3M.

Obviously, it is critical that we, as a team, deliver results for AAD in ANZ that are in line with or exceed

expectations and, of course, I bring my own philosophy to the role, which is to manage, coach and mentor the future leaders of 3M.

My own journey is a case in point – 3M can and does provide opportunities and having a preparedness to take up the challenge can lead to both personal development and career advancement.

In nutshell, these are the key objectives on which I will focus in 2020 and beyond.

NCR: I believe you are making some changes – what can you tell us about the new team members?



Darrell Evans (NZ), Justin Myers, Tony Naughton, Kasey Douglas and Aristo Ioannidis.



Regional Head Office in Sydney.

5 Minutes with ...



Tony Argyriou
Capricorn Society

When did you join the industry?
1988

What was your first job in the industry?
Storeperson at Burson Automotive

What do you do now?
Area Manager for Capricorn Society

What do you like about the industry?
The people you have met along the journey, and working with many diverse organisations.

What don't you like about the industry?
The younger generation are not enthusiastic about an automotive career.

What music do you like?
Hard Rock

Your Favourite Artist?
Black Sabbath, Deep Purple, RHCP, Foo Fighters to name a few.

Your favourite food?
Greek and Italian

Your favourite drink?
Jack Daniels and Dry

Your hobbies?
Music, playing guitar, muscle cars, AFL

Who in the world would you most like to meet?
Jimi Hendrix.

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JM: I certainly don't believe in change for change's sake, but in the short time I've been in the role, there have been some fantastic opportunities to introduce new people to 3M or bring them into the 3M AAD.

Firstly, to back-fill my previous role, we have appointed a new Australian Sales Manager, someone who will be no stranger to your readers, Tony Naughton, formerly of PPG Industries. Tony brings an extraordinary wealth of knowledge to the role and to 3M as a whole.

Aristo Ioannidis is an internal transfer from Channel Manager Wesfarmers to ANZ Business Development Manager, with responsibilities for channel management, key account management, MSOs and automotive OEMs.

With Ian Hodson retiring in SA, we have transferred NSW sales specialist Levi Quintero to SA, and we are currently in the process of recruiting a new sales rep for Queensland.

We have also appointed a new marketing coordinator here in North Ryde, Jack Georgas, who will support Kim (O'Neill) and Kasey (Douglas) to further implement our marketing plans.

With these appointments, we really have created a new team with a renewed focus for the new decade.

NCR: What do you see as the main challenges 3M faces in our industry?

JM: The ongoing challenge in these changing times is to "sell" the value

proposition, and that requires a combination of skill, knowledge and discipline. It really does take a live demonstration to show the true value of our product range and we pride ourselves on our ability to show our products in the best possible light.

However, although we have a network of sales and technical people in the field, we also have an extended network of channel partners. One of the challenges is to ensure their staff are fully aware of the 3M value proposition right across the range.

NCR: And the major opportunities?

JM: I still see the collision repair markets in ANZ as huge opportunities for 3M, particularly as the global and local collision repair markets are continuing to change.

The growing awareness of, and focus on, repairing cars using the OEM-approved process is a huge opportunity for us to become even more strategic in how we manage the OEMs, at both a global and a local level. Some premium OEMs are specifying our products, and only our products, to ensure they retain the structural integrity of the metal in their cars and thus, also protecting their brands.

3M's existing product portfolio has a fit and healthy future, and upcoming innovation will further strengthen the range and provide us with even greater opportunities to add value to our channel partners and enhance



The team at last year's 3M Foos Tour of NZ.

productivity for our end-user customers. Training and development have never been more important at 3M, in our channel network and in the body shop.

NCR: What will a Myers-led aftermarket business look like?

JM: We have already commenced a journey where we strive to deliver operational excellence all the way through our business to ensure we can deliver that value proposition and, just as importantly, ensure the market is under no illusion as to where we are headed.

We will do this through improved knowledge of the changing needs of our customer base and ensure we engender their commitment and engagement in the journey.

This will result in ensuring that 3M embeds its market position selling premium products and, in turn, minimise the likelihood of competing on price and price alone.

NCR: 3M built its reputation on innovation. How will you differentiate yourselves in 2020?

JM: Firstly, we are the innovators and I often say to our customers: “we invent things”. We also aim to protect our market leading position and continue to stay ahead of the pack. To that end, I see we have three key differentiators at our disposal when it comes to 3M: products, people and partners.

3M products are designed to deliver consistency and quality while enhancing the productivity of the modern professional technician.

We attract and retain high-calibre people and the rejuvenated 3M sales team will focus on delivering value to our end user customers through the delivery of training and live demonstrations.

As 3M works through an authorised distributor network, our channel partners play a crucial role in delivery of the 3M value proposition to

the collision repair industry.

NCR: Any final comments to the industry?

JM: As the new leader of the division, I will be establishing the direction for the business whilst harnessing the extensive experience I have in the AAD team, many of whom I worked with in my younger years.

I am a firm believer in continuous improvement and, as a result, we will raise our expectations of ourselves as individuals, our channel partners and the 3M AAD team as a whole.

However, whilst we will focus on delivering for our shareholders today, we remain committed to identifying the next generation of leaders and, as I mentioned earlier, I see this as a key component of my role.

Finally, I also believe it's incumbent on all of us to do the same, and if we do, we will have a strong, vibrant, progressive collision repair industry for many years to come.

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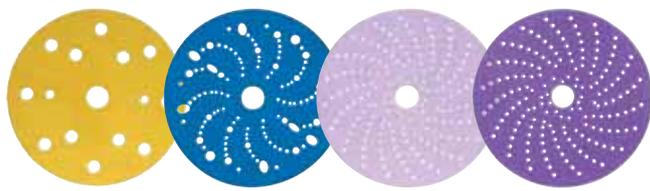
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Good

Better

Best