

John Deere Africa-Middle East Announces new Managing Director to lead in its Marketing & Sales Activities

29 October 2020. Africa. As part of the Smart Industrial organisational changes, [John Deere Africa Middle East \(AME\)](#) has announced the appointment of Jaco Beyers to the role of Managing Director for its Marketing & Sales branch head office in South Africa, effective from October 2020.

“It is not the strongest who survive, nor the smartest, but those most responsive to change,” says Jaco. “For more than 180 years, John Deere has benefited from strong, decisive leaders who are dedicated to the company's core values and I intend on ensuring our values remain active and relevant.”

According to Jason Brantley, Director for Region 1 A&T Sales & Marketing at John Deere, Jaco Beyers and the Africa-Middle East team will support dealers in growing customer productivity and profitability by leveraging the John Deere Smart Industrial strategy. Smart Industrial focuses on both technology and equipment to help customers unlock profit at all levels of mechanization.

“John Deere has been doing business in Africa for over 140 years and we are committed to the region. We are excited about the growing trends of mechanization and technology adoption that we are seeing in Africa and the Middle East as more and more customers are experiencing the John Deere Edge in terms of value, reliability, dealer support and productivity that helps customers profitably grow their businesses,” says Brantley.

As part of the John Deere redesign, Jaco Beyers will lead the company forward in the implementation, integration, and expansion of the Agricultural, Construction and Forestry (C&F) Division into the Ag and Turf channel for the African continent. In addition, he will drive forward the company's continued efforts to build a strong dealership network for agricultural and turf equipment into North Africa and the Middle East, and further integrate and support C&F dealers.

Jaco Beyers joined the company in 2004 as a Trainee Territory Manager in South Africa and later went on to hold the position of Divisional Sales Manager in Central Africa where he began developing new business models for smallholders and government customers whilst setting up the present sales presence in East and West Africa. Jaco then went on to hold a series of international roles including Strategic Planning Manager for Region 1, based in Singapore, and Global Large Tractor Project Management in the US. He also played a key role in implementing agile methods into several areas of the business. Jaco's extensive experience in global markets plus his commitment to John Deere customers, dealers, and staff has prepared him for this new role.

Beyers likens his management philosophy to that of a well-oiled machine: “I am all about promoting a healthy working environment together with a productive culture and a can-do attitude,” says Jaco from the John Deere head office in Boksburg, South Africa. “Camaraderie is the name of the game; we might face challenges but with the right team, we will always find a solution using our core beliefs and integrity as guiding principles.

“How we do business is critical to our continued success,” concludes Beyers.

John Deere Bio:

With a rich history of more than 137 years in South Africa, John Deere is a trusted, world-renowned aspiring leader in producing turf, agricultural, construction, forestry machinery and technology solutions. With its continued focus to strengthen its presence throughout Africa and the Middle East (AME), [John Deere AME](#) serves its customers through more than 190 dealer touch points across Africa and the Middle East, committed to promoting food security while actively driving a successful and inclusive agricultural community.

With core values of integrity, quality, commitment and innovation, John Deere AME remains dedicated to the success of its customers, to those who cultivate, harvest, transform, enrich and build upon the land to meet the world's dramatically increasing need for food, clothes, shelter and infrastructure. We are proud to drive Africa’s green revolution and to be working with and supporting our farmers who, each day, feed the nation and continent.

“At John Deere AME, we believe that together we can achieve greatness and address the needs of an ever-growing population,” says Stephan Nel, Divisional Sales Manager at John Deere. “We are passionate about producing food at an acceptable price while remaining focused on the impact on the environment and communities.”