

James Cleeland – Victoria

What is your background in the industry?

I joined Corcoran Parker as a livestock agent in 2010 having previously worked in beef genetics in Holbrook and studying Ag Science in Wagga Wagga. I was lucky enough to have Trevor Parker introduce me to the industry and mentor me. Every young person should have a strong mentor – he taught me that integrity is essential as is detail.

How does AuctionsPlus fit into your business?

I was drawn to online marketing as it allows me to break down stock by geography. It offers myself and Corcoran Parker the ability to market livestock where they stand, with full control until the point of delivery.

The benefits for my clients have been the speed at which we can make and execute marketing decisions and the fact that their stock are being exposed to an extremely broad audience.

People you would like to thank?

It's very gratifying to receive an award for part of my job that has been a key focus. Especially when it's derived from buyer feedback and assessment quality. I owe Corcoran Parker thanks for entrusting me to head up online marketing and look forward to continuing to expand the business in Mansfield and throughout North East Victoria.

What are your hobbies outside of work?

Recently, my time is spent helping my wife raise our twin boys (16 months old), Will and Tom. Sadly there has not been time for fishing.
