



A Team of Professionals who coach equipment dealers to peak performance

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Russ Green of MACKAYBEN™ Joins MAC

Expands MAC's leadership and workforce development capabilities

[BURLINGTON, VT, 24 May 2021] The Machinery Advisors Consortium (MAC) is pleased to announce that Russ Green with MACKAYBEN has joined the group.

"The addition of Russ expands the MAC capability to serve both dealers and manufacturers. He brings to MAC his real-life boardroom experience in executive management, sales and marketing leadership, mergers and acquisitions and business growth strategies," MAC Co-Founder, George Russell said. Russ has a unique skill of recognizing business efficiencies and brings a balance of leadership, business management, training, and coaching to the MAC team.

Russ through MACKAYBEN™ has developed a network of "the next generation of ag leaders;" a program directed at maximizing the leadership potential of the next generation millennials who have accepted management roles in their existing businesses. Green emphasized that "*Experienced agriculture mentors need to help our young agriculture and food leaders, as they have the daunting task of feeding the world and our future generations*".

"George Russell and the other MAC Advisors are a strong, diverse and agile team. I look forward to collaborating with fellow MAC Advisors to bring strategies to elevate the client organization's performance, especially in their people. I enjoy the challenge of working alongside companies creating strategies to develop their managers and maximize the performance of their employee teams, Green said.

MAC is a team of professionals who coach equipment dealers to peak performance through training, consulting, and coaching. The now thirteen MAC Advisors have more than 445 years of combined experience in distribution for capital equipment. The value each MAC Advisor brings, and the services MAC offers are available at www.MachineryAdvisors.org

For more information about MAC services, contact George Russell, any MAC Advisors or Marianne Wood at Marianne.Wood@MachineryAdvisors.org.

For more details on the programs Russ offers visit www.mackayben.com