

Five

Under 30



GRAIN TRADE AUSTRALIA



MICHAEL SHANAHAN

Customer Success Relationship Manager, AgriDigital

LOCATION

Prospect, SA

AGE

30

CAREER GOALS

In 5-10 years, Michael aspires to be a respected leader in the industry, known for his unwavering work ethic and commitment to fostering reciprocal trust. Michael sees himself holding influential positions on company boards, championing diversity in an industry that greatly needs it. Michael's goal includes completing the Australian Institute of Company Directors course, enhancing his governance skills, and leveraging them to drive success for his family's farm and the broader technological revolution in agriculture. Michael would like to be actively involved in risk mitigation strategies and thought leadership, consistently breaking down barriers to growth.

EDUCATION

BACHELOR OF MANAGEMENT (MARKETING)

University of South Australia

GRADUATE CERTIFICATE IN AGRIBUSINESS

Marcus Oldham College

WORK EXPERIENCE

Michael has both a tech background and traditional farming background. In his current role, Michael ensures customer retention and satisfaction while facilitating the growth of the digital supply chain ecosystem. Michael provides agriculture businesses with end-to-end digital solutions. At AgriDigital, he prioritises diversity, inclusivity, and innovation, contributing to their mission of democratising digital access for sustainable agriculture.

Prior to this, Michael has worked in roles combining his love of tech and marketing, such as NewsCorp, Wavemaker and Uber Eats. He has also spent considerable time working on the family farm, where over time he has become committed to breaking down stereotypes and demonstrating that the future of agriculture can be shaped by a fusion of traditional wisdom and modern innovation to the benefit of the entire farming community.

THE IMPORTANCE OF FIVE UNDER 30

Michael brings valuable skills to assist Grain Trade Australia in establishing strong connections with individuals under 30. He intends to actively engage with this demographic to understand their needs, aspirations, and industry concerns.

Michael plans to develop tailored initiatives, educational programs, and networking opportunities that resonate with the under 30 group, fostering a sense of belonging and engagement within GTA.