



Craig Gilmore
Age 33
New Zealand Sales Manager
Eaton

Craig may only be 33, but he's already been in the ICT industry 15 years. And in this time, he's risen up through the ranks to secure the role of New Zealand Sales Manager at Eaton.

Craig has always had an interest in electronics and was originally planning to do a Bachelor of Electrical Engineering at university. However, a friend had started on a Trainee Electronics Technician scheme at Swichtec (the company that has morphed into Eaton) and convinced him that this was the way to go. So at 18, Craig was taken on as one of five Trainee Electronics Technicians in a role which allowed for on-job training and the chance to gain a New Zealand Certificate in Engineering (Craig majored in telecommunications).

In his role as a Production Technician, Craig gained a great deal of knowledge working on a wide range of electronic products and DC Power Systems. During this time he also got to spend two months in China repairing products and setting up a Service Centre.

When he had the opportunity to move into sales four years down the track, Craig jumped at the chance. "I enjoyed working as a Technician, but saw that in Sales I could combine my technical skills with my desire to work more closely with clients." And his technical skills certainly paid off. "Clients tend to respect you more if you have that technical understanding."

After two years as a Sales Cadet, Craig became a Sales Engineer, a role that gave him the opportunity to travel the globe – he spent time in South America, South East Asia and the UK. At Eaton it seems there are plenty of international opportunities, "Eaton is great at offering individuals opportunities such as offshore transfers, in order to both develop and retain them within the organisation."

In 2000, Craig was promoted to his current position, which sees him looking after New Zealand and the Pacific Islands, and supporting the company's distributors in Australia. His role involves putting together system proposals to meet clients' needs, completing large tenders and providing technical support– and he loves it! "I get to work on projects worth in excess of \$10 million per annum and have an annual personal budget of \$13 million. So there's a high level of responsibility."

Despite being in the same job for a while, Craig says the ever-changing technology keeps it interesting. "It's great coming to work each day and looking forward to the challenges ahead. I really do enjoy my job."