

Employee profile

Brad White



Brad White
National Aluminium Manager BlueScope Distribution

Take every opportunity to achieve success

As a proud South Australian, Brad White began his career in Customer Service. Then he became an Account Manager and just six years after he started, Brad moved into a Market/Business Development Manager role with BlueScope Sheet Metal Supplies.

“When I joined the business,” explains Brad, “my simple aim was to get three years of experience, then move into marketing, because back then, marketing jobs in Adelaide were limited to people with existing sales experience.”

Brad says that it was in those early years that he learnt heaps about sales. He learnt that sales is not so much about selling a product, but it is much more about finding a workable and innovative solution that answers a need for a customer or even an industry.

In effect, the early part of the journey for Brad was quite different from what he expected. And essentially, that was because Brad had an open mind – he wanted to learn about business.

Obviously, over more than fifteen years, Brad has been loyal to BlueScope but equally the company has been loyal to him, and he has enjoyed an amazing array of experiences in a variety of different roles. If there is one thing Brad has proved beyond everything else, it's that you don't have to jump from one company to another to have a rewarding career that offers you wonderful career diversity.

As he gained more experience, Brad was appointed State Sales Manager in South Australia for BlueScope Distribution and not long after that he moved into his present role as National Aluminium Manager also with BlueScope Distribution.

You can learn and develop while being the best version of yourself

“I have enjoyed the autonomy to follow my instincts,” explains Brad. “Fortunately, I have been able to contribute to the development of the businesses and channels in my area of responsibility. I have identified realistic opportunities for my personal development while gaining long lasting friendships and engaging industry representatives and government bodies on behalf of BlueScope Distribution.”

Brad believes strongly in the value of a supportive manager and the need to drive to succeed – to be the best version of yourself while continuing to learn, grow and develop. If you want to achieve success you need to take hold of every opportunity that comes along.

And what is Brad especially proud about? “The fact that I was able to secure a national role without having to move out of South Australia,” he says. “And beyond that, I have landed a role that entices me to enthusiastically bounce out of bed each day to help deliver on the strategies of the business and my ambitions for the business and the organisation.”

Looking back to 2006, Brad now has an amazing career to reflect on. And he certainly has not finished yet.

Our BlueScope Distribution team proudly supplies Australian businesses and communities with the steel and aluminium products needed to complete a wide range of applications. Our ability to help our customers deliver their projects on time and to specification is key to the value we offer.

bluescopedistribution.com.au

 Follow us on LinkedIn

