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OPTiFARM
By Speria

# Three months in: David Reflects on Optifarms Journey with Speria

## It has now been 3 months since Optfarm became part of Speria

For David, Optifarm's CEO, the move represented a significant change. After starting his career as a broiler farmer and spending the last decade building Optifarm, joining a larger organisation was a new experience.

So, what has he learned?

## A shared vision creates new opportunities

One of the biggest positives has been becoming part of a wider organisation with a shared vision.

Joining Speria has brought Optifarm into a family of businesses with complementary expertise, experience and capabilities. Rather than replacing what Optifarm has built, this creates opportunities to build on it.

*"It's good to see how what we have developed will be utilised to enrich the Speria offering."*

For David, the opportunity is not simply about what Optifarm can gain from being part of Speria. It is also about what Optifarm can contribute.

The technology, experience and understanding of livestock production developed over the last decade can now play a role within a much broader offering.

## Bringing different experiences together

Another benefit has been the opportunity to embrace the wider skill sets and experiences available across Speria.

Optifarm has always been built around bringing data and technology into practical livestock production. Being part of Speria provides access to people and expertise across a much broader organisation.

For David, that creates an opportunity for the teams to learn from one another and develop new ideas together.

It has also meant reconnecting with people he has known and worked with for many years.

*"I've known and developed friendships with many people within Speria as we collaborated previously for many years."*

Those existing relationships have helped make the transition feel surprisingly natural.

## "I wasn't sure how the transition would feel"

Perhaps the biggest surprise for David has been how easily he and the Optifarm team have integrated into the Speria family.

Having spent more than 25 years working for himself, he wasn't entirely sure what it would feel like to become part of a larger organisation.

Friends even joked that he might struggle with no longer being his own boss.

So far, that hasn't been the case.

*"I've been surprised how easily myself and the team have been able to integrate into the Speria family."*

A big part of that, he believes, comes down to having the freedom to continue being himself.

The experience of raising capital, developing a start-up, building relationships, and turning an idea into a business has given David a set of skills that remain valuable within a corporate environment.

## Keeping the entrepreneurial mindset

While Optifarm is now part of Speria, David's approach hasn't changed.

He continues to lead Optifarm and is embracing the opportunity to develop an autonomous supply chain vision within Speria.

For him, being part of a larger organisation doesn't mean losing the entrepreneurial mentality that helped build Optifarm.

If anything, having access to greater resources, support and expertise creates the opportunity to apply that mindset at a larger scale.

And there is one thing that definitely hasn't changed.

David went into the move wondering whether being part of a larger organisation might finally mean finishing work on time and taking a long summer holiday.

It turns out he may simply not be wired that way.

"*When I am given the resources, the support and the freedom to deliver I can't help but keep that can-do farming and start-up mentality*."

## Looking ahead

Three months is still early in the journey, but the initial signs are encouraging.

Optifarm brings its experience, technology and entrepreneurial approach to Speria, while gaining access to a wider network of expertise, resources and opportunities.

For David, the exciting part is seeing what happens when those capabilities come together.

The next stage is about taking what Optifarm has built and exploring how it can contribute to Speria's wider vision for the future of the animal protein and supply chain industries.

Three months in, the transition may have been easier than expected.

The bigger question now is: how much further can we take it?