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Earning a crust... Danielle Lindsay in her family's factory.

Picture: JOHN FOTIADIS

Piece of the family's pie

A career change brought power Danielle Lindsay to work in her father's manufacturing company

Danielle Lindsay grew up with the family business founded by her father, Tom, when she was a year old. More than 20 years on and Lindsay is now playing a large part in expanding that company, Simple Simon Piesmaking Equipment.

"When I was younger Dad would always say I should come and join the family company but never in my wildest dreams did I think that would happen," she says.

But three years ago, the former competitive rower resigned from her job as a sports consultant with the NSW Institute of Sport to help her father grow the business.

"I was at a crossroads in my career. I was ready for something new," she says. "He asked me if I wanted to work with him. He asked if I would come on board and do the website and it just led on from there."

Lindsay, 26, is now the company general manager and has overseen a 40 per cent increase in business. It now exports to New Zealand and the US, with Michel's Patisserie and Sara Lee among its big-name clients.

"When I started we were in a 175sq m facility. It soon became so cramped we decided we needed to find ourselves a new site.

"We're now in a 500sq m warehouse, which is great," she says. "I've now got a big office space and more factory space."

Lindsay says the role of general manager doesn't come without its challenges.

"It is a male-dominated industry and that was a little bit hard at first, not to come to terms with, but in dealing with some of the older men who were used to dealing with my father," she says.

Lindsay has drawn support along the way from organisations such as the Women in Manufacturing Network, which gives her the chance to meet other women in the industry, discuss their experiences and build professional relationships.

While her father continues to focus on the warehouse and production side of things, Lindsay ensures the administrative side of the business runs smoothly.

"He's been able to focus on what he does best and I've been able to focus on what I do best. We work really well together in that way," she says.

In her determination to learn all she can about the business, Lindsay is brushing up on her knowledge of the production process.

"I've been trying to get out into the factory and learn about all the different machines," she says. "It helps me when people place orders, because I know exactly what they're talking about. I also know that one day my dad's going to retire and I want to be prepared."

AIAMEE BROWN

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