# Dylan Hopp

General Manager

Brisbane QLD | dylanhopp.com.au/contact | linkedin.com/in/dylanhopp

## PROFILE

General Manager and qualified mechanic with more than ten years running businesses and leading teams, including Service Manager then General Manager at Wynnum Nissan and six years owning my own mechanical workshop. Most recently I started United Meat Co, the domestic sales and distribution business of Golden Valley Export, with no customers and grew it to about $1 million a month in sales inside two years, reporting to the owner and sitting on the group's executive leadership team. Team of six across Queensland and Victoria. I set the pricing, owned the margin, ran the budget and reported the numbers every month. When the owners stopped domestic trading to put the plant's full capacity into higher margin export, I ran the wind down from start to finish. Before that I spent twelve years in the motor industry, from new car sales and sales management to running a dealership and my own workshop. I also spent ten years in residential real estate sales. Hands on, and used to sorting out the problems on my side of the business myself.

## KEY SKILLS

Leading and building teams. Workshop and service department operations, labour efficiency and customer experience. Budgets, cost control, gross profit, pricing and margin. Sales targets, B2B business development and key accounts. Hiring, coaching and KPI accountability. Warehouse, logistics, inventory and purchasing. WHS, food safety and compliance. SOPs, ERP and CRM rollout. Monthly reporting to the owner and the group executive. Operations across Queensland and Victoria.

## CAREER HISTORY

**General Manager** Feb 2024 to Oct 2026

*United Meat Co, Brisbane and Melbourne*

The domestic sales and distribution arm of Golden Valley Export, a meat processing group of about 300 staff. Trading stopped at the end of June 2026; from July to October I stayed on to set up a new venture for the owner: a family app, now in iPhone beta, which I built myself with AI coding tools, along with the company set up and operations.

- Started the business with no customers, to a growth strategy the owner set, and grew it to about $1 million a month in sales by winning and keeping B2B accounts. Won the large accounts myself, then handed them to the team to look after so I could stay focused on growth. I set the pricing and owned the gross profit on every account, and set how orders, deliveries and complaints were handled.
- Set the sales targets for the team. Reported sales, gross profit and debtors to the owner every month, chased the cash, and ran the business within the budget agreed with him.
- Built the team from nothing: hired, trained and coached six people, four in Brisbane and two in Melbourne. Set each person's KPIs, reviewed them against the numbers, managed underperformance and moved one person on. Did payroll in Xero myself.
- Ran the warehouse and deliveries end to end: order entry, stock, picking, cold chain, dispatch, delivery scheduling, purchasing and stock levels from the parent processor and other suppliers, and the transport provider and supplier relationships. Customers judged us on full and on time delivery, so that was the number I watched. Looked after WHS, food safety and cold chain compliance for the operation, and wrote the SOPs and the team handbook the team worked to.
- Chose, rolled out and supported the core systems in the business. Picked Fishbowl as the inventory and order ERP, wrote the handbook and trained everyone on it, then built an internal CRM where Fishbowl fell short, cutting double handling between sales, dispatch and invoicing. Both in daily use until trading stopped.
- When the owners decided in mid 2026 to put the group's product into higher margin export markets and stop domestic trading, ran the wind down: collected debtors, closed supplier accounts, sold down stock, managed the cash to the end, handled staff exits and entitlements, and shut the systems down in order.

**Executive Leadership Team Member** Feb 2024 to Jun 2026

*Golden Valley Export, concurrent with the General Manager role*

- Sat on the leadership team of the parent group with the CEO, CFO and COO, reporting to the owner. There partly as the voice of the domestic business as it grew, and partly to give my view on the group's direction under the new management after the change of ownership.

**Real Estate Agent** Jun 2013 to Jan 2024

*RE/MAX Bayside Properties, LJ Hooker Cleveland, then RE/MAX (Limitless Group), Brisbane*

- Residential sales across three agencies, from prospecting and listing through to negotiating and settling. Ran my own pipeline and numbers, with a long run of five star client reviews.

**Owner-Director** 2008 to 2014

*Ignition Mechanical, Brisbane*

- Owned and ran a mechanical repair workshop and led its team day to day.
- Co-founded The Mechanic App, one of the early iPad apps for the motor trade, then sold my share to my business partner.

**Service Manager, then General Manager** 2007 to 2008

*Wynnum Nissan, Brisbane*

- Started as Service Manager, running the workshop and service team, then moved up to General Manager running the dealership day to day across vehicle sales, parts and service.

**Sales Manager, MINI Garage** 2006 to 2007

*Motorline, Springwood*

- Joined Motorline selling BMWs, then moved up to manage the MINI Garage sales team.

**Commercial Sales Manager** 2005 to 2006

*Eagers Holden, Newstead*

- Ran commercial vehicle sales to business customers.

**New Vehicle Sales** 2002 to 2005

*Zupps, Mount Gravatt*

## TRAINING AND CREDENTIALS

- Certificate III in Property Services (Real Estate Sales Representatives), 2015
- Certificate in Mechanical Engineering
- Queensland motor vehicle salesperson licence, 2002 to 2014, and motor dealer licence, 2009 to 2014
- AI Fluency: Framework and Foundations, Anthropic, 2026. n8n101 Essentials, n8n Academy, 2026
- Tools used day to day: Xero, Fishbowl, Notion, Claude, n8n
- Current Queensland driver's licence. Police check available on request.

## REFEREES

**Available on request.**