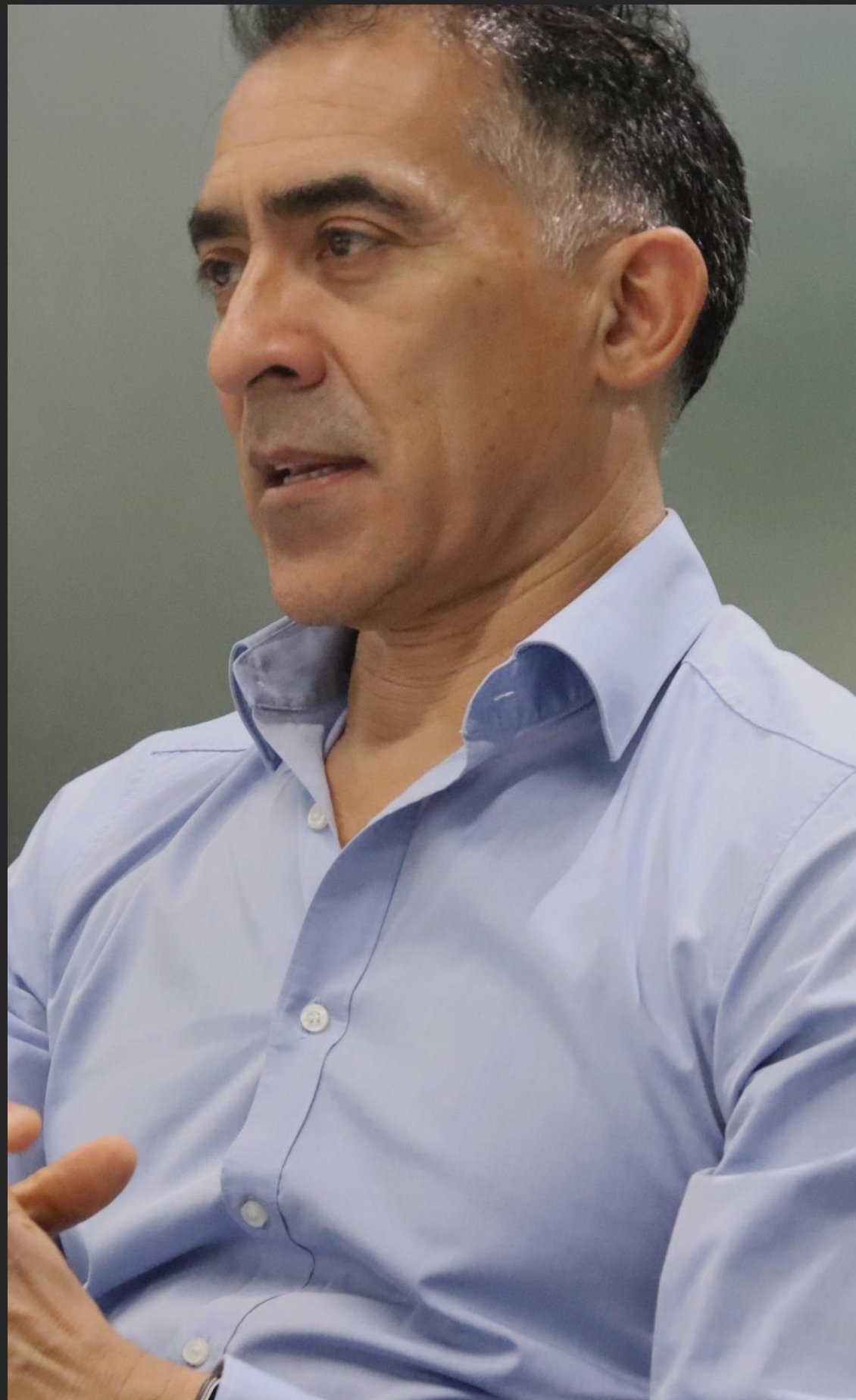


## Q&A with Quinton Uren

*Founding Director:  
Jendamark Automation*

*The Jendamark brand is known as a tech leader in the global automation industry but not much is known about the leaders behind this tech-savvy organisation. This is the second instalment of an interview series with the Jendamark directors.*



*Jendamark India's head of marketing, **Sayali Mahajan**, chats to South African founder and managing director, **Quinton Uren**, during his first trip back to India post-pandemic. He shares his thoughts on how far the brand has come in both India and South Africa.*

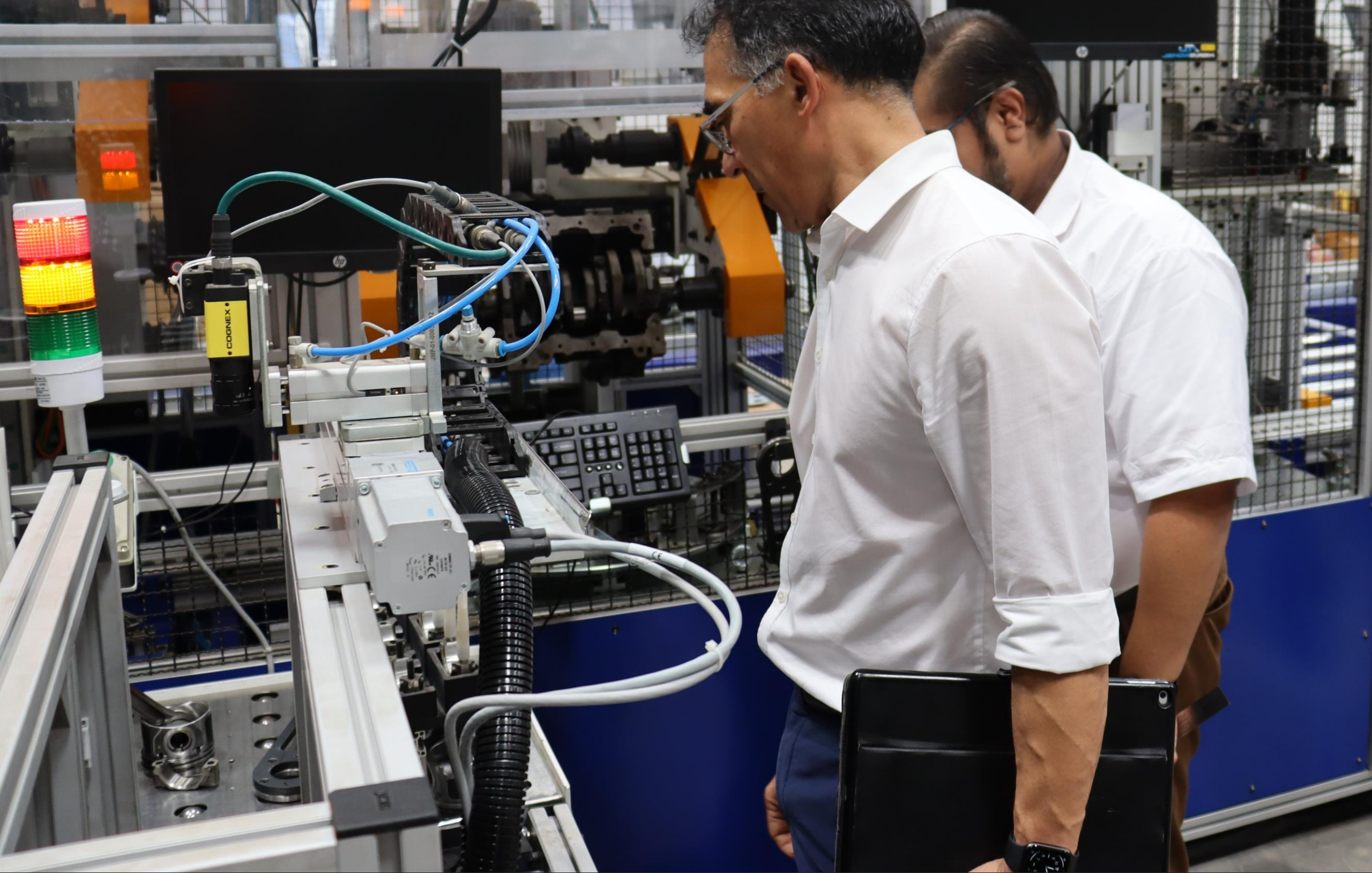




**Sayali: What was your first job and when did you start your working career?**

**Quinton:** I started working while I was in Standard 8 (South African equivalent of India's 10th Standard). My father was a motor mechanic, so I used to help him in his workshop every afternoon. My first proper job was to sell house alterations, which I did for a month. Then I started working for the local municipality, where my job was to collect sewage samples all over town from all different industries. It was quite tough. I worked there for about six months, saved money, and went on to further my studies.





**Sayali: Can you tell us what you were like as a child?  
Were you studious?**

**Quinton:** Naughty! I was one of the naughtiest, most talkative and disruptive in the classroom. I was not studious, and I was not a bookworm, but I was hardworking.

**Sayali: Were you getting good grades?**

**Quinton:** My grades were okay. I think I was above average. Very early on in my life, I had some amazing teachers who understood or realised that there was something more in me. As a boy, what motivated me to study was always my curiosity. I didn't like reading, but I would spend hours engrossed in the Encyclopedia Britannica.



**Sayali: What's the one thing you are most proud of that you've done at Jendamark?**

**Quinton:** While I was growing up, I knew I was not fitting in. I couldn't fit into the corporate world. I was very happy to start Nasquin Design, which eventually merged and evolved into Jendamark Automation.

I'm very proud of Jendamark becoming a global entity, especially from our humble beginnings.

Apart from the business growth, I've experienced much personal growth.

I'm proud that Jendamark's technology is affording other underprivileged children new opportunities with our Odin Education ecosystem.





**Sayali: Where and how did you meet your wife?**

**Quinton:** I met her in high school. I was 14 or 15 years old at the time and wanted to make an impression on this pretty girl. My plan was to scare her with a snake that I had caught. But when I showed it to her, she snatched the creature from me, gave me a disapproving look and released it into the wild. I was so surprised by her reaction that I was completely smitten. That's when it all started, and the rest is history.

**Sayali: Which Jendamarh project stands out for you as the most challenging you've ever done?**

**Quinton:** Definitely the catalytic converter shrinker! It was such a huge opportunity within our catalytic converter assembly process. The shrinker that we built achieved previously unachievable tolerances and performance. Yanesh and I worked on it in shifts to achieve the goal. After much hard work, the machine performed beautifully, and that's what I am extremely proud of!





**Sayali:** What activity are you most passionate about, aside from machines and Jendamark?

**Quinton:** Fishing. I love fishing!

**Sayali:** How do you manage to be so energetic all the time? I still remember the first time I met you! I had come to South Africa to learn about catalytic converter assembly lines. You had this big smile on your face and were supremely active, literally running from one place to another in the offices. Your energy is extremely contagious.

**Quinton:** I try to eat healthy. I do my workouts and I really enjoy what I do.

**Sayali:** How many times have you been to India before and what has your experience been like?

**Quinton:** I have been here only six to eight times and it has always been for work. The very first trip was an absolute culture shock which then transformed into admiration for the Indian people.





**Sayali: What changes have you noticed since the last time you visited Jendemark India and now?**

**Quinton:** Oh, my goodness! Where do I begin? Let me start with the most important aspect – the people. The people that work here look happy and seem to love what they do, and in my opinion, passion is very important. The people's understanding of our products and the processes involved in making these products is very deep and clear. This is very important because when something goes wrong, you must understand how and why it happened.

I also noticed how committed people are to their work, not only within their department but also to things which affect the company. Everyone fits in very well and supports each other, holding everyone and the company together.

The offices and shop floor are very well planned and organised. Very importantly, the product quality has been driven to a new high. The happiness of the people and the willingness to take ownership makes me happy.







**Sayali: Coming to the last question, what suggested improvements would you like to see at Jendamark in India?**

**Quinton:** After our close-out meeting, I cannot think of any suggestions as all my queries have been more than adequately answered.

**Sayali: Where do you see all of us and Jendamark in the next five years?**

**Quinton:** Exporting from India and South Africa to European and American markets – of all our automation products, including our Odin digital solutions.