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North East
Local Enterprise Partnership



Gateshead-based ADM Automation designs and manufactures automated manufacturing solutions for a variety of industries.

**Chris Smith,
Managing Director of ADM Automation**

How would you describe ADM Automation in a nutshell?

ADM develop and manufacture automated machines and systems used in manufacturing and logistics. Our work is leading edge and very innovative. We created the iCart, an 'intelligent' automated guided vehicle used in in-house logistics applications. This part of our business is growing rapidly creating a demand for high calibre staff at all levels.

What are the benefits to a company like ADM Automation to retaining graduate talent?

We have four principles that guide the way we work. The first is expertise: our business is driven forward by opportunities arising from our expertise in automation and manufacturing. By expanding our expertise we will expand our business. We need people who can rise to this challenge and have the capacity and capability to learn new things and push boundaries further and further. Good graduates are essential to our success.

And what are some of the benefits for graduates of staying in the North East for their careers?

In my view Newcastle is the best city in the UK and Northumberland is the most beautiful county, full of history and wide open spaces. If you're in a good job why would you want to be anywhere else?

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What can businesses do to encourage graduates to stay in the region?

Challenge them; make them believe in themselves and believe that they are a critical part of the success of your business.

What kinds of career paths can graduates follow at ADM Automation?

Our requirements are mainly engineering based. Mechanical, electrical, control and software engineers are the roles we mainly look to fill. We take raw graduates and those with experience. Our preference is to grow our own and over the years we've been successful at that.

What are the benefits to ADM Automation of being located in the North East?

People want to live here! It's an area where buying a home is still a reality for young people. There's so much to do socially and it's family friendly too. If people are happy and enthusiastic about where they live they come to work with a positive attitude and give their best.

Danjela Toro, who is originally from Albania, works at ADM Automation as an iCart Project Engineer.

Can you tell me a bit about what your job involves?

I did my dissertation at the same time as working here at ADM Automation as a Project Engineer. The topic of my dissertation is internal logistics and that very much relates to my job. I am involved in lots of different areas of work at ADM including estimating costs, working with software and liaising with clients. It's a mix of everything and I've learnt a lot very fast.

What do you enjoy the most about your job?

I enjoy the opportunity to travel – I've only been here a few months and already I've travelled to a number of different workshops and meetings around the UK and I get to talk to clients and work with new people all the time. I enjoy everything to be honest and I am learning every day.

Do you plan to stay in the North East after graduating?

I'm due to finish my studies very soon and I hope to stay on here and continue working at ADM. I've been to

London a lot and I like it there but I love coming back to Newcastle. It's cheap to live here which means you can save money, it's clean, the people are nice and friendly and you feel like part of the community so easily. It feels like home.

Do you think the North East offers graduates and young people good career opportunities?

Yes, I'd say there are a lot of career opportunities. I'm getting to know a lot of other companies now through my work and there are a lot of good companies here and it's easy to make contacts. There are so many opportunities that mean you can progress and progress with your career.

Outside of work, what do you enjoy most about living in the North East of England?

I'm still studying so that means I spend a lot of time in the library but I still make time for nights out. Newcastle is awesome! Nights out here are beautiful and Tynemouth is my favourite place ever.

Would you say the North East offers a good work/life balance?

There's definitely a good work/life balance here. You can choose a quiet life if you want it or you can choose to go out every night.

What has staying in the North East meant for your career?

ADM have given me lots of opportunities. It's not a large company but we have big projects with brands including the Royal Mail and Bosch so there are lots of opportunities to gain experience quickly.

Why would you encourage other graduates to live, work and stay in the North East?

In my opinion it's a great place to live and work, with lower house prices and cost of living than other places. Newcastle is a great base as you can get the Metro everywhere and it's easy to get around. I'm in love with this city!

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