



## Stand Tall, Be Strong, Show No Fear



Danielle D. Brooks

How does a woman lead a manufacturing company while creating a competitive edge in an era of outsourcing? Perseverance.

Diversified Metal Fabricators has managed to not only sustain but also grow while sourcing American-made parts and manufacturing in-house under the leadership of President Danielle Brooks.

Danielle has spent most of her life learning, living and building the DMF standard. From age five, learning the ABCs while filing invoices, to traveling with her father at age 8, she saw firsthand what customer service looks like while learning the railroad industry. After graduating from college, she carved her own way by applying her accounting degree, away from DMF.

Her passion, though, brought her back to DMF. She began in accounting and moved throughout the company. Seven years later, her father decided to step back from daily operations. "It was scary to be handed the responsibilities of a successful company that you saw your dad build for 30 years," Danielle said. "I just hoped I could prove he made the right choice." Gaining the respect of her team was her next priority. "I faced challenges head on because I knew I had the support of my team behind me," commented Danielle. One of Danielle's favorite sayings is, "You can copy our products, but you can't copy our **Team.**"

For over 40 years, DMF has continued to stand firm on Danielle's Made in the U.S.A. philosophy. **DMF** manufactures over 85 percent

of all components used in our products. "We do not outsource any of our manufacturing and that separates us from the competition," Danielle commented. "We've invested in new technology to expand product lines and remain cost competitive, increased parts inventory to meet same day shipping requests and decreased lead times to support customer needs. We are even developing an ecommerce platform to improve customer interactions," remarked Danielle. "We've pushed to make changes and enhancements to our products and services. For example, we have modernized our RW1630 gear to incorporate an auto pin-off design, introduced a hydrostatic front railgear, redesigned our excavator railgear for improved side load capacity and more to come" said Danielle. "We have to be a partner for our customers and listen to their needs. In the rail industry, trucks cannot afford to be down. Customers need parts to be ready. We provide that and I'm proud of our team and our history."

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