

July, 2009

Juki's Eastern Region Sales Manager Profile: Bob Watters

As regional sales manager, I am responsible for most of the east coast territory as well as all of Canada with the exception of British Columbia. I have been with JAS for 16 years, the last 13 of them as a regional sales manager. I began as a field service engineer and also put in some time in product management and applications engineering. Prior to joining Juki I worked in manufacturing for Wang Laboratories and Digital Equipment Corporation in a variety of technical roles. During my 25 plus years in the industry I have enjoyed participating in ushering in SMT as a new technology and seeing it transform into what it is today.

One of the most important functions of my position is to put in place a reliable network of independent manufacturer's representatives that can effectively reach our potential customer base. It is critical that our representatives earn the trust and respect of our potential customers, and a very large portion of my success is directly tied to the caliber of the representative firms that I have retained. I have 8 representative firms in my territory that report to me and all have been representing JAS for at least 6 years. I strongly believe that this continuity gives our customers confidence that when they buy from us they will have the consistent post – sale support that is so important.

I am frequently asked what I like most about selling Juki equipment. In answer to this I would have to say that there are two things. One is that the equipment is so reliable that our customers are always happy with the performance which allows me to spend the majority of my time selling to prospective customers. The second is the caliber of the people I work with. Whether it is our internal employees or our independent sales representatives, the average length of tenure exceeds 10 years. The combination of these two things make for a rewarding work experience.

Bob Watters can be reached at:

Phone: 603-886-9691

Email: rwatters@jas-smt.com

Web Site: www.jukiamericas.com