



Employee Spotlight – Rich Howson, Sales Manager

*This month we welcome Rich as the newest member
of the ACS Team*



Rich and his oldest grandson at Yosemite

Can you describe your role at ACS?

I am responsible for the whole ACS Sales Team and by extension the growth of our revenue. I am focused on providing the team with tools they need to help their customers gain a competitive advantage through the creative use of factory automation technology.

Describe your background for us.

I am trained as a Mechanical Engineer. For the past 34 years I have been involved in a sales role in the automation business. For the first 24 years I sold automation equipment to the semi-conductor industry and held several regional and national sales management positions.

The last 10 years I worked at Cognex where I managed every region in North America. It was while there that I was introduced to the Cognex distributor network, including ACS.

So what brought you to ACS.

There were several factors that all seemed to come together for me. I had long wanted to stop focusing on managing numbers and reports and return to my sales roots where I could be closer to the individual customer and solving their needs. Being familiar with the ACS organization, I recognized their commitment to their customers and to the technology. Joining ACS allowed a return to the fundamentals where I could have more impact and quite frankly have fun again.

My wife and I were both anxious to relocate to the South East from New Hampshire, and I wanted to achieve a better work/life balance. We love this area and it's great to be able to spend more time with family and less time in an airport!

What are some goals that you may have for yourself or for ACS as you start this new position?

I want to help grow the size of ACS as well as their breadth of products. We do such a good job with the technologies that we represent and I want to expand those solutions to be a more complete resource to our customers. I want to support our sales team and provide them with the training, tools and guidance to continuously improve.

What are some key lessons you have taken from your career thus far?

Treat people in a manner that you would want to be treated. And, I believe in adding value through consultancy, being a resource to customers not just a source of product.

What do you like to do outside of work?

I am looking forward to improving my golf game. I want learn Trap & Skeet shooting and I am really looking forward to being able to ride my motorcycle 12 months out of the year!

What is something that people might not know about you?

I am not noted for my patience. So people who know me are always surprised to find that I have infinite patience for my grandchildren. Don't get me wrong, I'm not a push over, I'm still tough with them but I afford them the leeway to explore, and get away with things and that is uncharacteristic for me. I'm not sure why, but It's probably because they are so precious to me and I see them as the future, full of wonder and adventure and I don't' want to squelch that excitement.

-Thanks to Rich for sharing a little about himself and we look forward to spotlighting his co-workers in the month's to come.