

Ron Nater

1580 Mississauga Valley Boulevard, Suite 210, Mississauga, Ontario, Canada L5A 3T8
416-357-0203 / ronnater@gmail.com / www.ronnater.ca

Manufacturing Technology - Metalworking System Configuration & Implementation Sales Management - Marketing - Technical Consultancy - General Management

PROFILE

Experienced manufacturing technology sales & marketing professional with application engineering background which includes providing technical training, regional sales management and general management while representing the world's major metalworking technology builders as listed below. Clients are consulted with a high degree of expertise on how to improve business and become more successful, sustainable and profitable with best-fit metalworking equipment solutions. Dual nationality (Canadian + Dutch).

CAREER HISTORY

current employment

Masteel America Corporation, Oakville, Ontario, Canada - **General Manager, Eastern Canada**

builder & distributor of Masteel, distributor of Maxcut, Leadwell, Eumach, L&L, U'chine, Ken, Po Ly Gim, Four-Star, Momentum

- in charge of Eastern Canadian market development / sales / service as a new small company in this powerful North American business area (with many powerful competitors)
- brought several new manufacturers to Masteel (Ken 5-axis machining technology, Po Ly Gim Swiss and regular turning technology) while visiting these suppliers in Taiwan
- developed + maintain cutting edge marketing with Masteel's promotional website @ www.masteel.ca and my blogs website to promote Masteel @ www.ronnater.ca

2014 - 2016

Megatel, Mississauga, Ontario, Canada - **Area Manager**

distributor of Goodway + Awea, Huron, Takumi, Apec, Emco Mecof, Fagima, Parpas OMV, Tongtai, Chmer, Supertec, Everising, Victor

- tripled market share / sales numbers in a non-developed area in Ontario for Awea, Goodway, Takumi and Apec to 90% new customers
- created new trade magazine marketing + company website

2013 - 2014

DMG Canada, DMG MORI, Mississauga, Ontario, Canada - **Area Sales Manager**

builder & distributor of DMG MORI

- sold to 85% new customers in a small sales area north-west of Toronto, Ontario

2009 - 2013

A.W. Miller Technical Sales Inc., Mississauga, Ontario, Canada - **Regional Sales Manager**

distributor of Mazak, Mazak Optonics, Okamoto, Shigiya, JMT, Unisig

- top regional sales manager for Mazak laser machines and systems in a large geographical sales area in Ontario to 95% new customers - including attracting the highest number of potential customers for Mazak Optonics at Fabtech 2012 in Las Vegas each day of the show (through a thorough understanding of Mazak's laser cutting technology, the clients' technical + production requirements and Mazak's best-fit solutions) resulting in receiving Mazak Optonics' offer to become the new distributor for Eastern Canada in 2013.
- substantially increased Mazak chip making technology sales numbers / market share

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2001 - 2009

Ferro Technique, Mississauga, Ontario, Canada - *Regional Sales Manager*

distributor of Doosan, Agma, Sister, Chiron, Stama, Goratu, Juaristi, Fidia, Index + Traub, Mitsubishi, Roku-Roku, Hanwha, Accutex, Breton, Zimmermann

- increased market share / sales numbers for Doosan and Chiron in a sales area in Ontario by 100% (for a total of 200%) - including selling Doosan turning and machining centres to a very small two machine shop as they grew to a large Doosan user - from 0 to over 20 Doosan machines (with an average machine value of \$250,000 US x 20 = \$5,000,000 US)

1987 - 1999

A.W. Miller Technical Sales Inc., Mississauga, Ontario, Canada

Regional Sales Manager & Technical Instructor, General Manager, Senior Consultant

distributor of Mazak, Mazak Optonics, Okamoto, Shigiya, Finn-Power

- award winning top regional sales manager (while providing customer programming and operator training on Mazak turning + machining centres with a full grasp of each technical application) exceeding many sales quota (some more than 200% of the quota) for an average of US \$5,000,000 annual sales (with average annual US \$200,000 straight commission)
- subsequently promoted to general manager for Ontario and Manitoba, Canada while bringing Finn-Power (currently Prima Power) to Canada (with many resulting Finn-Power metal fabricating machinery and system sales)

1981 - 1987

CAE Morse / Canrep Morse, Mississauga, Ontario, Canada

Inside Sales Manager, Application Engineer, Technical Specialist & Instructor, Regional Sales Manager

distributor of Mazak, Trumpf, Pines, Brown & Sharpe, South Bend, DEA, Pacific, Eltee Pulsitron, White Sundstrand, All Steel, Accurpress + Accurshear

- managed the inside sales department
- promoted to regional sales manager while substantially increasing market share / sales numbers by an annual average of 150% (for a total of 250%) for Mazak and Trumpf in an assigned area in Ontario
- provided customer programming and operator training on Mazak turning + machining centres and offered time studies

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CAREER DEVELOPMENT

Selling Techniques:

Certified Machine Tool Sales Engineer (CMTSE)
Carl Henry - A.W. Miller Technical Sales
DMG MORI Ellison

Toronto, Ontario, Canada
East Aurora, New York, USA
Dallas, Texas, USA

Machine Control Programming:

Humber College
Mazak Corporation
Mazak Corporation
Mazak Corporation
South Bend Lathe
General Numerics
Fagor Automation

Toronto, Ontario, Canada
Florence, Kentucky, USA
Schaumburg, Illinois, USA
Hartford, Connecticut, USA
South Bend, Indiana, USA
Elk Grove Village, Illinois, USA
Mississauga, Ontario, Canada

Product Training:

Standard Modern	manual & CNC lathes	Canada
Browne & Sharpe	grinding machines	USA
South Bend Lathe	manual & CNC lathes	USA
Trumpf	combo punch presses/laser cutting machines	USA
DEA	coordinate measuring machines	USA
Pacific	press brakes & shears	USA
Eltee Pulsitron	electrical discharge machines	USA
Mazak	turning & machining centres	USA, Japan
Mazak Optonics	laser cutting machines + systems	USA, Japan
Okamoto	grinding machines	USA
Shigiyu	cylindrical grinding machines	USA
Finn-Power	turret punch presses/right angle shears/laser cutting systems	USA, Finland
Accutex EDM	electrical discharge machines	USA
Takamaz	turning centres	USA
Index Corporation	turning centres	USA
Chiron	single + multi-spindle vertical machining centres	USA, Germany
Stama	single + multi-spindle vertical machining centres	Germany
Daewoo / Doosan	turning & machining centres	USA, South Korea
Unisig	deep hole drilling machines	USA
Pegard	CNC boring/milling machines	Belgium
DMG MORI	turning & machining centres	Germany, Japan
Emco Mecof / Famup	5-axis milling centres	Italy
Taiyo Koki	cylindrical & internal grinding machines	Japan
Leadwell	turning & machining centres	Taiwan
Eumach	machining centres	Taiwan
Uchine	machining centres, horizontal boring/milling machines	Taiwan
Buffalo	turning & vertical + machining centres	Taiwan