

Ron Nater

1580 Mississauga Valley Boulevard, Suite 210, Mississauga, Ontario, Canada L5A 3T8

416-357-0203 / ronnater@gmail.com / 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 @ masteel.ca and my notes website to promote Masteel @ 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

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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

2001 - 2009

Ferro Technique Ltd.
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
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

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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
Shigiya	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