



TYGES®

Connectivity Business Unit
Executive and Professional Search Firm

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LATEST NEWS FROM TYGES INTERNATIONAL -
CONNECTIVITY BUSINESS UNIT

Part II.

Disrupting the Incumbent: How Does An Industry Leader Defend Itself, Its Talent, and Its Products In An Ever Changing Market?

By: Jonathan Bogush- Director of Connectivity

In last months' TYGES Connectivity newsletter, we looked at the interplay between industry leading manufacturers that have well-received legacy products and smaller, less established manufacturers that release a disruptive technology to the market. Looking back over the past few years at the high-tech manufacturing industry, it's pretty obvious that the more an industry leader has entrenched their legacy products with their customers, the slower they react to a less established competitor releasing a new product. Usually, this slow reaction can be attributed to one of two things: the industry leader simply dismissing the competitor and their new product's relevance to their customers, or the industry leader being hesitant to invest the time, money, and effort it takes to develop a new product organically (internal new product development) or inorganically (via acquisition).

Today, as I recruit for a variety of manufacturers, I question how they are planning for the future in terms of protecting themselves from losing relevancy to their customers. Time after time we see our clients trying to rapidly add new Product Development and Product Management professionals to their staffs in order to jump start some type of re-imagining of their existing legacy products. But, year after year, we see this approach not paying off as many manufacturers continuously struggle to retain top-flight R&D and Product Development Engineers. Since last December alone, I have worked six Product Manager searches for Fortune 500 cable and connector manufacturers and all of these searches were replacing an incumbent that had left their organization to pursue working for a company that was less established and more focused on releasing disruptive technologies to challenge the more established players in the space.

So, how then does an industry leader not only be proactive in their ability to align or converge itself better with disruptive technology trends that surround them but also retain top-flight product development talent that essentially keeps the company and its product relevant to their customers? At first glance, it appears that a company honing in on the long term needs of their customers would be a good start but that requires a progressive sales and marketing reach that is actually able to capture the customers "long term" voice. Maybe then the answer is more heavily investing in R&D or possibly forging technology alliances with other manufacturers in their space?

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As you can tell, I and the manufacturers I recruit for, struggle to answer this question. Over the next month please reach out for a discussion regarding your companies success at remaining aligned with new technology trends while at the same time retain the talent that drives new product development and ultimately their company's relevance to their market.

ACTIVE JOB OPENINGS:

- VP of R&D and Engineering - Industrial Ethernet, Relay, and Power Protection products
- Key Account Manager - Distributed Temperature Sensing Monitoring Systems (DTS) and Optical Linear Sensing products
- Formulations Manager - R&D driven Polymer and Materials Development

IMPACT PLAYERS

- Director of Channel Management - LV electrical products, switches, starters, etc.
- Director of Product Development - high-speed cable assembly products
- Business Development Manager - data center cables, connectors, panels, physical layer infrastructure, etc

Should you be interested in learning more about any of our current job openings or Impact Players, please contact us at connectivity@tyges.com. We look forward to working with you in the future.

Good luck in your current ventures and you'll be hearing from us next month!

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