



TYGES®

Connectivity Business Unit
Executive and Professional Search Firm

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LATEST NEWS FROM TYGES INTERNATIONAL -
CONNECTIVITY BUSINESS UNIT

Greetings and Happy New Year from the Connectivity Practice here at TYGES International. 2013 was a banner year for TYGES and we look forward to building on that success in 2014. We also hope that all of you reading will continue to stay in touch and be part of our network for years to come.

Part I.

Disrupting the Incumbent: the Interplay Between Technologies and Slow Reacting Manufacturers

By: Jonathan Bogush- Director of Connectivity

In last month's Connectivity newsletter, we discussed identifying the right search firm for your needs. This month, I want to take some time to evaluate an overwhelming need that we are seeing in the hiring market: a need for Senior-level Product Development and Product Management professionals.

Since late last year, we have had countless conversations with Engineering leaders about the need for product innovation and development within their companies. Naturally, these conversations veered quickly into a discussion about the relationship between Product Development and Product Management and their company's stance on product innovation.

As it turned out, most leaders we spoke with expressed a frustration in the reaction or lack of reaction from their company to new disruptive technologies released by either competitors or companies new to their market. If the Engineering leader we spoke with was from an Industry leader, the consensus was their company's reaction to disruptive technology was slow and generally dismissive. If the Engineering leader was from a company that released a disruptive technology, the consensus was their company was still unclear on how to position the technology as well as develop the technology so to include more "bells and whistles" and thereby attract more market share.

Hearing all of this feedback got me thinking about disruptive technology in a broader sense and the interplay between disruption and how it can affect companies differently at different times. It almost goes without saying that innovation and disruption are hallmarks of the technology manufacturing world. So, why then if companies are so aware of disruption do they keep getting disrupted? It would stand to reason that most large, industry leading high-technology manufacturers would be hell-bent on finding a way to adapt and improve their legacy products in order to stay relevant to their customers. But if you've already built a business around a successful existing product, the choice to redirect efforts to new technology development begins to feel like a "bet the business" type move and, from what I discussed with various Engineer leaders, making that choice can be daunting and counterintuitive considering the impact it

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can have on a company in terms of cost, customer and market share, business model, and organizational structure.

Looking at the high-technology manufacturing markets that we serve at TYGES, it appears that most companies with well positioned legacy products tend to ignore potential technology disruptions and often enter into a state of denial; looking at the disruptive product as if it is a niche product that doesn't offer the same capabilities of their fully realized product. That is of course until the disruptive technology goes through its own rapid development and becomes the new standard that customers are clamoring for. Generally when this happens, we see companies with the well positioned legacy products try to sprinkle some re-imagination on their product and mine the customer base and work hard to keep those customers happy and minimize the mass defections from their product.

What this translates to, in my opinion, is our clients trying to rapidly add new Product Development and Product Management professionals to their companies in order to jump start that re-imagination of existing legacy products. And while I appreciate working these searches, I start to wonder if adding head count is really the answer. Would it not make better sense to maybe understand how, when, and where disruption occurs on the technology side of your business and then commit to developing a new disruptive technology yourself? Obviously, as a recruiter, I am in a unique position to ask these questions. Please feel free to reach out over the next month to discuss how your company reacts to disruptive technology and if you believe that your company needs to align or converge itself better with the disruptive technology trends that surrounds it.

ACTIVE JOB OPENINGS:

- VP of R&D and Engineering - Industrial Ethernet, Relay, and Power Protection products
- Federal Strategic Account Manager - Computer Networking and Data Center products
- Strategic Account Manager (Sports Venues / Mobile Trucks) - Broadcast Media Technology

IMPACT PLAYERS

- Director of Channel Management - LV electrical products, switches, starters, etc.
- Senior Sales Engineer - Mil-spec connectors, cables, and assemblies
- Business Development Director - 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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