

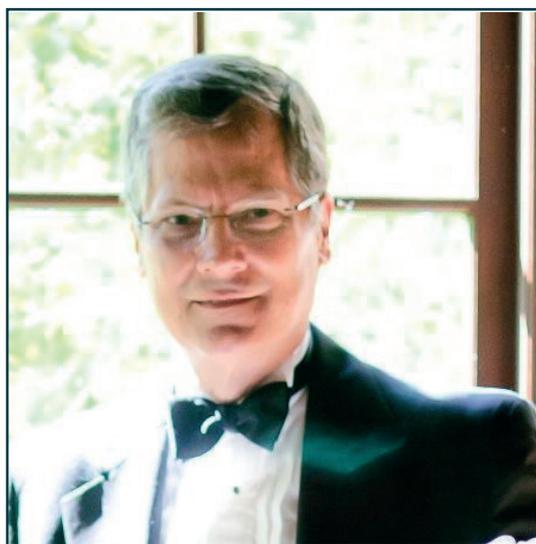
# MESOTECH'S FEATURED REP



KONGSBERG

October 2016

## JACK ROBERTS - SYMPHOTIC TII



### **How did you, and when did you get into the rep business?**

In 2002 I was a Division Manager for a scientific instruments company within Thermo Electron Corporation, now Thermo Fisher Scientific. Rather than face yet another corporate relocation while my children were in school, I reached an agreement with Thermo allowing me start my own business consulting for them and reselling and integrating cameras they manufacture. In the first year we completed a new design for advanced radiation tolerant cameras for use underwater. We soon added deployment robotics and other products related to our original work and after only a few years we were doing more work with underwater instruments than the rest of our product lines combined.

### **What motivated you to become a Mesotech rep?**

We have been working to incorporate customer requests for Kongsberg Mesotech and Kongsberg Marine Camera products into our systems for several years. We were also one of the first distributors of Kongsberg Contros chemical analyzers. So our relationship goes back with Kongsberg many years. We have many customers in universities, military and law enforcement, and Kongsberg Mesotech is highly regarded by those users.

### **What is your Unique Selling Proposition (USP) and how would you define your customer base?**

We are a technically oriented company that has very close relationships with our users, especially in the education, military and law enforcement areas. We have a very large and diverse base of customers from whom we continue to learn about new applications.

### **How often are you 'on the road' and away from home/family per year?**

Too often to keep accurate track of. I'm closing in on 2 million miles on one airline with hundreds of thousands on another. But I spend a lot of time driving on "same day return" trips and "overnighters" as well. Fortunately, my business partner is my wife, so we see a lot of each other.

### **When you aren't working what are the other passions in your life?**

Playing violin and mandolin, reading, and gardening.

### **What is the greatest challenge in working as a person in between your customer and your Principal?**

We find keeping educated about our principal's products and their applications is an important but rewarding challenge: I often find that a customer does not fully understand the full set of options or configurations available, and my job is to keep up with that so I can make recommendations based on what the customer is trying to accomplish.

### **What is your best 'Customer Challenge' story?**

A senior engineer at major electrical utility called me because he knew me as a specialist in underwater imaging. However, he had a completely new requirement that had to do with remotely determining the chemical composition of materials that were inaccessible for sampling. After a few days of thought and some design work, we came up with a solution based on another project

we did for NASA, and it met their requirements. We won the Nuclear Energy Institute's "Top Industry Practices" award for the product we developed. We are very proud having been asked to participate in this problem solving exercise and the overall benefit to the industry we were able to achieve.

**What can Kongsberg Mesotech do to make your selling experience easier?**

Keep up the excellent dealer training you have offered me so far.

**What is your personal motto/mantra?**

"Discovery consists in seeing what everyone else has seen, but thinking what nobody else has thought"

- Albert Szent-Gyorgyi

**If you were to choose another work path in life what would it be?**

It's hard to say: I really enjoy working with my customers, so I might pick what one of them does. This week I have spent 3 days with a Navy EOD group, so I might pick that, but I was just working with a law enforcement SAR dive team last week, and that seemed like a great job, too! Probably for me, this is the best life, because I get to work with so many different people and contribute to a number of different professional efforts.

***symphotic Tii***  
***corporation***

