

# Profile<sup>®</sup>

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STRATEGIES FOR INDUSTRY LEADERS

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ON THE BENEFITS OF A  
DIVERSE SUPPLIER BASE



## CORPORATE MATCHMAKERS

As HP's director of global supplier diversity, Brian Tippens establishes healthy relationships with the right suppliers and vendors P.36



→ BOB SUCHON OF E1 DYNAMICS ON...

## Launching in North America after overseas success



**L**ike the products his company sells, Bob Suchon is versatile and steadfast, qualities that helped E1 Dynamics capture the North American marketplace after expanding in 2008. E1—which provides the most reliable, advanced, and dynamic uninterrupted power sources in the world—landed its first major client just eight months after opening its Texas office. It has done more than \$30 million in sales, and is now bidding on projects that total more than \$60 million.

E1 is a subsidiary of Euro Diesel, which started building advanced uninterrupted power sources (UPS) in Belgium 22 years ago. It then expanded to the United Kingdom, Germany, France, Singapore, and most recently Brazil. Meanwhile, Suchon worked for a competing international company. He has served the UPS industry for more than 17 years. “I gained international experience, competence in sales, and general business acumen,” he recalls, explaining that at his last company, he was responsible for a growth of \$40 million within 3 years as vice president of business development. That caught the attention of a Euro Diesel manager interested in taking his company to the United States.

Euro Diesel asked Suchon to run its operations in North America as E1 Dynamics. Suchon says his unique background helped him develop a successful expansion strategy. “Entering a new market can be tricky,” he explains. “I knew we couldn’t just tackle sales. It was also about service, engineering, product management, and support.”

E1 provides complex power equipment to communications giants, Fortune 500 companies, online retail behemoths, and federal agencies. These organizations rely on constant power for massive levels of online transactions, data recording, and other critical functions. “Reliability is key because down time is devastating,” Suchon says, noting that this drove him to focus on more than just sales. Because E1’s custom systems are large, the company often builds entire facilities to house its components; Suchon’s business model includes engineering support, project management, and other important initiatives.

Suchon was careful to cater everything to a North American clientele, fighting to provide local support instead of relying on his European counterparts. “People who do critical work in the United States are not going to tolerate an eight-hour time difference,” Suchon says, explaining that he knew that a company with an American face and real-time support would be better. All documentation was “Americanized,”

by Zach Baliva



## 5-YEAR PLAN

“Our specialty, medium-voltage distribution systems, operate at up to 25,000 volts and save space, copper, and building costs. That will be a major factor to our success because these products fulfill needs as we grow and the market changes. Our clients are growing and want to transmit more information faster. That’s good for us. As they grow, we will grow.”

—BOB SUCHON, PRESIDENT

as staff converted metric weights and measures and updated all marketing materials. Then, E1 found local partners for major components.

Three years ago, Suchon approached independent, regional sales representatives who work strictly on commission. The move put trained people on the street while limiting overhead. Next, he built a network of highly qualified service technicians. E1 was up and running eight months after Suchon was hired. The first client was a major federal entity that needed a simple 1.6 megawatts of clean uninterrupted power. This single order opened the door for the continued growth; shortly after delivery of the first unit into the United States, E1 received its next order for eight 2.1-megawatt units. This was a stepping stone and led to another major order of nine 1.6-megawatt units, this time from a high-profile manufacturer of microchips and silicon wafers whose facility is designed for an additional nine units. Suchon says it was a responsive attitude that attracted business. “We give these companies a totally customized solution that allows them to self-sustain all operations based on the power we provide,” he says. “We have to stay attentive to the ever-changing market and environmental needs.”

In December 2010, the company’s first client placed its second order. “We work closely with customers to give them what they need instead of forcing them to use a product we already have,” he says. The approach attracts clients who perform mission-critical jobs and need a UPS company that can prevent mistakes. In North America, that company is E1 Dynamics. [P]

## INDUSTRY PULSE

“Our clients are thinking modular now. They don’t need huge systems in their first year of business. They might only want a small unit now but need the infrastructure built so they can expand later. Our product lends itself well to that type of customer.”

## BY THE NUMBERS

2007  
year founded

9  
employees

1  
location

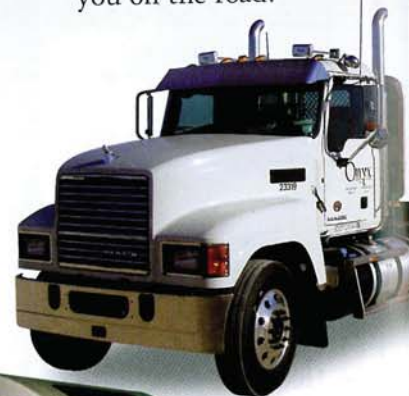
\$33 MILLION  
revenue since 2008  
launch

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