

PEOPLE

in the industry

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Matty Toomb
formula for success

It's official. One of the advertising industry's most well known names is ready for a new challenge. Matty Toomb has accepted a position with American Thermal Instruments (ATI) as Vice President of Sales & Marketing.

The past eighteen years Toomb was a top performing salesman and well known as the creative backbone within his organizations. ATI has grown to be the leader in the world of temperature monitoring. They chose Toomb to manage the sales team but more importantly, create the marketing plan that will expand the reach of a 28 year old company that has focused on reasearch and development, manufacturing and customer service. Year one will be exciting as ATI shares their expertise and technology as Toomb plans to launch new branding and a website.

A native of The Bronx, NY, Toomb graduated from the University of Dayton and has called Cincinnati home for the past twelve years.

Q&A

Questions & Answers:

Q How many years were you in the marketing and advertising industry?

A Actually, I am still in the industry. I am now promoting and selling a different product line. To answer the question, eighteen years.

Q What is the biggest difference in what you are selling now vs. before?

A What we sell is not a commodity. It involves technology and is a necessity. The food and pharmaceutical industry would go out of business if they did not monitor time and temperature.

Q Are you focused on those two industries?

A Our products are important in the food and pharmaceutical industries but our customers are very diverse. I am always surprised at the types of



Bio: *Matty Toomb*

Years in the Market: 18

Age: 41

Achievements: Youngest winner of a Golden Pyramid award and winner of four consecutive awards.

Family: Married for 17 years to college sweetheart, Annie and father of three children: Joe Fenway 12, Shannon 9, and Kyle 6.

Goal: "To deliver every order correctly and on time; to send my kids to college; and still have enough money to buy Annie a dress each month when I retire."

companies that call us for new projects each week. I also believe we get many of these new opportunities because we are known as the leader and most diverse provider in the temperature monitoring industry.

Q Does your national account experience help you identify potential opportunities?

A I believe so. I travelled for many years and had the chance to visit some great companies. You learn something new every time you meet with a customer. I was fortunate that those customers were companies such as Starbucks, John Deere, and General Mills.

Q Where do you start? Where is the biggest potential for American Thermal Instruments?

A Our plan is to implement a separate marketing strategy for the individual industries we service because Quality and Logistics Managers for a food company have different needs than those in the pharmaceutical or medical device industry.

Q How would you describe your team and the employees at American Thermal Instruments?

A Our average tenure for our employees is ten years. This speaks well of the culture and ability of management to meet the needs of all employees. The sales and marketing team have done a remarkable job maintaining long-time customers, providing solutions to all inquiries, and a high level of customer service during every stage of the sales cycle.

Q Is American Thermal prepared for the increase in growth and what are you doing to avoid growing pains that a lot of companies go thru?

A In a short period of time we have improved Sales, Finance, and Technology. In order for us to manage our growth we needed all departments to be on board with the plan. As the leader of the Sales department I have met with the Quality and Production Managers to make them aware of our plans.

Q Does your new facility provide you with a lot of confidence?

A Yes. Having 78,000 square feet is a big advantage for us. We are ISO-9001-2000 certified and are a FDA registered facility. Unlike most manufacturers we look forward to audits – especially from customers. More audits usually equals more sales.

Q What product line excites you the most?

A The easy answer is to say, “all of them” because we have identified strategic growth opportunities for each of them and we like to cross-sell within our customer base. My two favorites are FreezeCheck™ because we recognize the hard work that went into developing this best-in-class product and Log-ic™ because electronic temperature monitoring is the future.

Q Do you feel that having the high end electronic product compliments your product line?

A Absolutely, yet I don’t like to refer to Log-ic™ as high end when it is so much less than our main competition.

Q What are some of the other key advantages of Log-ic™?

A Besides pricing, it is more accurate and more user friendly than other products. The hand held reader is a clear advantage and we plan to demonstrate this new tool a lot in 2009.

Q What events do you plan on visiting in 2009?

A We plan to visit more customers than shows and conferences but we attend approximately one event per month. Our largest exhibition and investment are the Cold Chain Conferences in Vienna and Philadelphia. We look forward to having a more active role in the industries we are involved in.

Q Is the event in Vienna your only international event?

A Yes. We always maintain some level of international exposure. The “American” in our company name has always represented where we are headquarters is located. We have always been a global company. We have a 28+ year veteran salesperson who speaks five languages. This has allowed us to service global markets long before email.

Q Do you feel as though you have a full plate for 2009?

A I would not have it any other way!

Q Quotes Matt's Favorites

“It’s good to be king but you have to keep working like a slave.”

“Be wary of the man who is all hat and no cattle.”

If selling were just a matter of the low bid meeting specs, the world wouldn’t need sales people.”