

EXECUTIVE Q & A

Connections Evolve

by Mary Bakija

SCN: What is your position, and what does it entail?

James Cowan: I am president of Neutrik USA, responsible for both the U.S. and Canada. In December 1987 I founded Neutrik USA, and have been president since 2001. I oversee the operations of sales, marketing, distribution, product application support, market research and advertising.

How has your background prepared you for this role?

In addition to receiving an MBA in marketing from Monmouth University, I have been involved in the distribution and manufacture of electronic components for over two decades. Prior to joining Neutrik, I worked in various sales and marketing positions with Texas Instruments, Panduit Corporation and North American Phillips. My years with these organizations provided me with an opportunity to continually develop new ideas and approaches for meeting the growing various market de-

mands. This experience helped facilitate my transition to Neutrik by strengthening my appreciation for the high expectations of contractors and pro audio professionals for exceptional reliability and superior performance in their electronic components. I joined Neutrik to assist the company in its efforts to not only continue to meet these expectations, but to exceed them.

What is the greatest challenge that you face?

The move by many OEM accounts to use contracting manufacturing in Asia and also the copies of various products being produced in Asia that are flawed in different ways that are not obvious just from looking at them. Our customers have found that once they started to use these copied products, there were significant flaws in their performance. At that point, the installation of the copied connector has created additional costs associated with the repair or replacement and the initial savings generated by

using the copy has disappeared. We are starting to see companies who are taking back products from Asia because they have realized that by making an investment here in the U.S. they can cut away the long chain of supply and resources, and thus actually save money they thought they were saving.

Are there new initiatives we are likely to see from Neutrik?

In order to continue to thrive, our offerings must evolve along with the rest of the industry. Advancements are being made that impact the quality of performance, and Neutrik will continually focus its sights on remaining on the cutting edge of technology when it comes to interconnecting equipment and facilities. Just recently, we've introduced the EMC-XLR connector to reduce RF interference from Blackberry and cell phones around microphones and other devices. Until the recent proliferation of these communications devices, this wasn't an issue. Addition-



JAMES COWAN

COMPANY: Neutrik USA

TITLE: President

BACKGROUND: More than two decades in the electronic components market has strengthened his appreciation for the high expectations of

contractors and pro audio professionals.

THE CHALLENGE: Copies of various products being produced in Asia are flawed in ways that are not obvious, creating problems rather than saving money.

ally, with the shift toward digital, companies will begin utilizing fiber optic cabling more frequently. Fiber cable has improved dramatically. The cost has come down and the amount of bandwidth you get in fiber optic cable verses traditional copper cable is incredible. With the weight savings for handling and ease of installation, you are talking about hundreds of thousands of dollars in savings in some cases. That's why Neutrik introduced the OpticalCon ruggedized fiber optic connection system. Working closely with our customers, we will continue to design and develop reliable, high performance interconnect solutions.

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