Statement by President Kevin Barker on the 20th anniversary of Beckhoff USA

Taking the next step with focus, efficiency and effectiveness

Kevin Barker, named president of Beckhoff USA as of March 2019, looks back on an exceptionally successful company development during the celebration of the subsidiary’s 20th anniversary.
Beckhoff has always done things differently. The company pioneered PC-based machine control, invented EtherCAT and continues to accelerate technological advances in all areas. Despite constant innovation in automation and controls technology, a strong backbone of consistency supports everything we do. From a technology perspective, it is the convergence of automation technology (AT) and information technology (IT) that has informed every game-changing product introduction from Beckhoff since the 1980s. With regards to our company culture, Beckhoff customers and employees have benefited from a level of forethought and consistency not seen from others in the industrial automation space. That means going to whatever lengths are necessary to find the best solution for our customers’ most challenging applications and business needs.

Over the next five years, the U.S. subsidiary will pursue a strategy of aggressive growth, strengthening our partnerships with current customers, forging new partnerships with others and increasing our market share across all industries. Strategic vision and execution, the strength of our organization and the ever-expanding portfolio of innovative automation products will make this possible. Focus, efficiency and effectiveness will be keys to accomplishing these goals.

Reflecting on the first 20 years of an exciting journey

When I was named president of Beckhoff USA earlier this year, I was new to the organization. Coming to this role from the outside presented a unique opportunity to evaluate operations in the U.S. and determine how to make the greatest impact moving forward. Between working with colleagues at the subsidiary headquarters in Savage, Minnesota, and visiting others at our regional offices, it became clear that the organization is doing great work across the country – though not at the scale we could be. We have a firm footing in all industries from material handling to packaging, oil and gas to entertainment, plastics to machine tools. There is an incredible amount of optimism and excitement about our technology and our sales and support capabilities both inside the organization and outside.

Organizations this strong aren’t built overnight. When Beckhoff opened its first North American office 20 years ago in Plymouth, Minnesota, there were just two employees to cover the U.S., Canada and Mexico. Shortly after establishing the Beckhoff brand in the USA, these employees established our successful direct sales model, which is an important aspect of Beckhoff success in most countries worldwide. The hard work of dedicated Beckhoff employees in those early days was the catalyst for the impressive growth and momentum we enjoy today.

Beckhoff USA increased its turnover from $9 million USD in 2003 to $72 million in 2018. Today we number more than 150 employees, not counting our colleagues in Canada and Mexico, which both split off to form their own subsidiaries in recent years. We maintain regional offices in Philadelphia, Pennsylvania; Boston, Massachusetts; Charlotte, North Carolina; Cincinnati, Ohio; Chicago, Illinois; Denver, Colorado; Seattle, Washington; Dallas and Houston, Texas; and San Diego and San Jose, California. Furthermore, we will open multiple new sales offices by 2020 in Milwaukee, Wisconsin; Los Angeles, California; and Orlando, Florida.

These successes result from the significant efforts of each preceding managing director and president of Beckhoff USA — Gerd Hoppe, Graham Harris and Aurelio Banda — as well as former Beckhoff Canada managing director Joe Ottenhof. While accelerating expansion in the U.S., we will continue to collaborate closely with Calvin Wallace who has successfully led the subsidiary in Canada since 2018 and Filiberto Cruz Morales who in 2019 was appointed managing director of the new Beckhoff subsidiary in Mexico.

As we celebrate these first 20 years in the U.S., they provide undeniable proof that we have achieved a successful positioning in the market on our journey so far and we are here to stay. Of course, this milestone is not a plateau. Our increased attention on focus, efficiency and effectiveness — on top of our proven technology — will enable us to realize our ambitious yet attainable growth goals as we create the future of Beckhoff USA.

Kevin Barker, president, Beckhoff USA

On 17 July 2019, employees, customers, partners as well as representatives of local authorities and trade media came together to celebrate the 20th anniversary of Beckhoff USA.

With a floor area of more than 4,000 m², the headquarters of Beckhoff USA in Savage, Minnesota, provide ample space for office and warehouse facilities.

Further information:
www.beckhoffautomation.com