

JOSHUA MATSON

**CANDIDATE: PRESIDENT & OWNER · ELECTRONIC
SYSTEMS OF WISCONSIN**

SUMMARY

Electrical & computer engineer turned sales and growth leader, returning to the industrial world he started in — this time as an owner. Nearly a decade at Rockwell Automation selling automation to motor manufacturers and industrial OEMs through Midwest distribution, then enterprise sales strategy, analytics, and practical AI leadership at Gartner. Built for a company whose next chapter needs a sales engine, disciplined pricing, and recurring service revenue wrapped around an engineering reputation that already leads its market. ***Has never built a test system — and knows it. Year one is for learning the shop from the people who built it.***

WHAT ESW NEEDS — AND THE TRACK RECORD BEHIND IT

- **A sales engine built around Tim** — redeployed a 2,000+ person specialist sales organization through facilitated change (not mandates); drove adoption of a buyer-centric sales process later published as a case study; designed the sales model for 5,000 sellers and \$7B at Rockwell. Carried a bag first: grew a \$35M Wisconsin-area territory ~7% YoY and a \$350M regional territory ~5% YoY with a team of 30 technical SMEs.
- **Distribution & the Midwest channel** — drove ~80% of personal quota through distributors and partners; knows how Wisconsin manufacturers actually buy.
- **Pricing that honors the work** — owned pricing strategy for Rockwell's Architecture & Software products across a \$350M territory; prices to value, not to cost-plus habit.
- **Recurring service revenue** — built renewal-retention tooling that lifted retention 27% at Gartner; built predictive retention models across \$5B of recurring contracts. Certified Care is the same discipline at shop scale.
- **Patient, technical account growth** — grew a global mining account from \$300K to \$10M by solving engineering problems, not by discounting.
- **A small team, developed** — recruited and mentored 200+ engineers and sellers; promotes from within.

EXPERIENCE

Rockwell Automation — Milwaukee, WI

2009 – 2022

The world's largest company dedicated to industrial automation — motors, drives, and the plants that build and use them.

Global Manager, GTM Strategy & Sales Model Design (2020–2022) — Designed the data-driven sales model covering 5,000 sellers and \$7B+ across 50+ countries; advised the CRO on deploying up to \$1B; integrated go-to-market for 6+ acquisitions; managed the PTC partnership and a 30+ sales-engineer team.

Head of Global Sales Transformation (2018–2020) — Led Rockwell's shift to a buyer-centric sales process (published case study); redeployed a 2,000+ person overlay organization of technical specialists through facilitated change management.

Regional Manager, Architecture & Software (2015–2018) — Ran a high-share \$350M territory, growing ~5% YoY with 30 subject-matter experts; owned pricing strategy for A&S products; led Smart Machine OEM strategy and executive workshops; grew a mining account \$300K → \$10M; recruited and mentored 200+ professionals.

Area Manager, Architecture & Software (2013–2015) — Grew a \$35M territory ~7% YoY across 13 business lines; ~80% of quota through distribution.

Sr. Global Commercial Engineer / Leadership Development Program (2009–2013) — Authored industrial network & security best practices used by 1,000+ customers; lectured 1,000+ customers worldwide.

Gartner — VP & Senior Director roles

2022 – present

The world's leading research & advisory firm — recruited after four years as a Gartner client during the Rockwell transformation.

VP, Revenue Technology & AI Strategy (2024–present) — Owns the technology and process behind 8,000+ customer-facing associates; built practical AI tools that give sellers 100,000+ hours a year back and lifted renewal retention 27%; manages a ~\$70M technology budget.

Senior Director, Sales Analytics (2024) — Led the analytics informing the C-suite across \$5B in contract value and 24,000 client organizations; built predictive retention models.

Senior Director, Global Sales Strategy & Operations (2022–2024) — Designed and scaled the sales process for ~6,000 sellers; built the forecasting process that cut leader burden while improving accuracy.

EDUCATION

B.S., Electrical & Computer Engineering — Marquette University, 2009

SKIN IN THE GAME

\$150,000 down from family savings · personal guarantee on the full seller note · 35 minutes from the building, moving nowhere · wife Andrea fully aboard. *The risk I'm taking is the clearest statement I can make about what I believe ESW is worth.*