

“I believe in us – we believe in each other - and that’s what sets us apart.”

- ROSEMARY BURNS
MARKET SEGMENT MANAGER

TAKING PRIDE IN THE WORK

RoseMary Burns likes to tell a story about her visit to a trade show one day to explain why she is proud to represent Yaskawa.

“I’m visiting with an OEM customer at a show one day when a prospect came into the booth asking about their product,” RoseMary said. “The customer lifted the hood of the machine and said ‘it’s important to know what’s driving the machine.’ When the prospect saw it was powered by Yaskawa he broke into a big smile, causing my customer’s sales engineer to give me a big high five.”

“People in the industry think so highly of Yaskawa. They know our name and they know that our brand stands for great quality. They know buying Yaskawa ensures them a great experience.

“We have a lot of champions out there And I take great pride in that.”

RoseMary is a 30-year industry veteran with more than six years as a Yaskawa Market Segment Manager. “In all that time the most important differentiator of our company is that we listen well,” Rosemary said.

“What stands out the most for me is that we listen to what our customers are requesting,” she said. “It’s very cool that we dedicate an entire R&D group to developing products and providing solutions for the North American market. This allows us to better understand them, so we can be better for them.”

“This exemplifies how much we all care about what we are doing. And that we are providing products that help OEMs implement better solutions for customers faster.”

Helping Yaskawa customers do their jobs better is a big deal to RoseMary.

“My role is to focus on advanced manufacturing which we classify as a vertical market within the machine tool, metalforming, shape cutting, and additive manufacturing domains,” RoseMary explained. “I have a deep background and understanding of these applications which enables me to speak intelligently to the applications. When you pair that kind of knowledge and experience with everything we do at Yaskawa, as a market leader, well, you can do a lot for that company.”

“That’s why we are here. We want to get out with customers to identify and solve their problems. I’m very passionate about my work, our product, and the company. I believe in us – we believe in each other -- and that’s what sets us apart.”

It’s also what gives RoseMary the ultimate confidence when she’s on a call.

“To do what I do, I have to have great people working with me,” she said. “It’s critical for me to know our team will be there every time. Our application engineers are fabulous with application know-how and our customer service is exceptional.”

“For me to sell well, I must have great pride and faith in the product and the people. And I feel that way every day at Yaskawa.”

