

JUNE 19, 2017

Meet Ron Massa Jr. of RMA Electronics in Hingham



BOSTONVOYAGER STAFF



Today we'd like to introduce you to Ron Massa Jr.

Founded by Ron Massa Sr. in 1986, RMA Electronics, Inc. is a global distribution company that sells industrial video type products, with a particular specialty in industrial optics. Major markets for these products include machine vision, automation, robotics, sports/entertainment, research and development, computer imaging, video security, and government/military, many of these new markets have evolved over the recent years for products that were traditionally only used for inspection.

Some of the companies we distribute often have well-known brands in the consumer market – such as Sony, Hitachi, and Fujifilm, but they also happen to have industrial divisions for which we distribute. For some of these manufacturers, industrial video might be their primary and only focus as a business unit.

Since our incorporation in 2004, the company has been directed by co-owners Ron Massa Sr. and Ron Massa Jr. Having been with the company for over 22 years, Mr. Massa Jr., company President, is primarily responsible for the company's sales and marketing, while Mr. Massa Sr., company CEO, is primarily responsible for the company's financial operations. The company currently consists of 5 total employees.

As early as 1997, with the Internet and eCommerce still very much in its infancy, the company decided to take this direction with its distribution business, enabling the ability to sell globally. Today we have customers in most countries throughout the world – ranging from small international universities to large multi-national corporations.

One particular area of expertise we happen to have is as a provider of industrial optics (camera lenses). With a deep product knowledge and access to major providers of these products, we often find ourselves involved in some very interesting project requirements with our customers – such as autonomous vehicles, virtual reality and related immersive technologies, sports broadcasting, and cinematography for movie production sets.

We're always bombarded by how great it is to pursue your passion, etc – but we've spoken with enough people to know that it's not always easy. Overall, would you say things have been easy for you?

Every company is going to have its ups and downs at some point – sometimes simply related to managing growth. It's how companies deal with this adversity and then adapt that separates them from others. We have adapted several times as a company over the 30+ years.

Part of our success is always predicated on the manufacturers we distribute having products that are in demand and relevant for meeting the current needs of customers. One of my job responsibilities – besides driving sales for the company is always being on the look for potential new products that could make strategic sense to add to our portfolio offering. Customers look to us for innovative solutions to their requirements – which is a place where we like to be.

Sometimes a potential manufacturer might be identified as having a product or products that in my opinion will meet a need for our customers, and if we do not happen to offer similar then it makes sense to pursue and maybe distribute that product. This could be from within the U.S. but it could also be from China, Japan, or Europe.

Staying ahead of technology, which in our business moves very fast, is probably one of the biggest challenges.

So, as you know, we're impressed with RMA Electronics – tell our readers more, for example what you're most proud of as a company and what sets you apart from others.

We have become highly specialized in industrial optics over the years and many of these companies we distribute tend to be Japanese-based companies. Last October I had the opportunity to visit Tokyo and Kyoto during a trip to Japan as a guest as one of our biggest suppliers. To have the opportunity to visit the factory where these products are made, meet with upper management, and of course get to experience this wonderful culture was really an amazing experience.

I touched on this a bit earlier, but what I think is one of the most interesting parts of this job is being able to be a supplier to some very well-known companies, often times for programs that are pretty high profile.

A few years ago we were able to be involved in helping with new design and the ultimate selection of industrial optics which are now used on board the race cars for both NASCAR and IndyCar. We have had equipment used in the production of movies – such as for Avatar and Planet of the Apes. More recently with a number of companies getting into the development of autonomous vehicles we find ourselves involved with design-ins and as suppliers for some of these programs. – Some of which have been profiled in the news very publicly. These are, of course, a few of the more sexy type projects that I am mentioning but we value all of our customers and win their loyalty typically with outstanding customer service while also being trusted industry experts.

Since these are all things we see before us in mainstream society, I sometimes reflect and think that our small company located in Hingham, MA is a small part of this – which is both gratifying and pretty cool.

So, what's next? Any big plans?

If I look 5 years down the road, one perhaps lofty goal will be to double our annual sales revenue. From eCommerce and various other ways we are able to market and sell our products electronically will continue growing as a means for doing business and disseminating information to customers. Sometimes it feels like Amazon is poised to take over the world.

With technology moving so fast, ten years from now who knows what products in this industry will be capable of for solving customers' requirements?

We will need to continue to use these technologies to help grow our business. Taking a \$5M company to a \$10M company in annual sales will also require finding more relevant and synergistic products to sell while knowing what are customers want, as well as eventually adding more internal resources to the company. Having really good people that work for the company is very important – and we are currently very lucky to have this.

Being only in mid-40's, I still feel pretty young with many years ahead of me for doing this. Not many people get to have the opportunity to work 20+ years with their Dad and be taught all these valuable lessons in business philosophies and how to treat customers. Things that you are not necessarily taught in business school. It's been a situation that I will always consider as very fortunate.

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