Special
SCAN: The DATA CAPTURE Report
Reprint

Jeff Timms—A New Overseer At Microscan

On January 1, 2008, Jeff Timms took over as president of **Microscan Systems** and promised us an interview once he had taken time to get his bearings. With nearly four months under his belt now, we spoke with the new leader in mid-April to get a feel for his management style and what he intends to accomplish at the Renton, WA-based scanner manufacturer.

Timms comes to the company with 23 years of experience in the electronics manufacturing industry. "I've witnessed an interesting evolution in manufacturing efficiency," Timms told *SCAN/DCR*, "and efficiency is what AIDC is all about. I watched the industry as it became automated. I saw the development of lean manufacturing systems and ERP. The only way to make sales is to help customers improve their bottom lines.

"I am a true believer in the technology provided

Jeff Timms, president, Microscan Systems, Inc.

by Microscan and will focus on the company's ability to bring value to the table," Timms continued. "Microscan has a high-end line of scanning technology and is uniquely positioned in the market. It serves customers who require every scan to work every time. This is what drew me to the company."

Management style

Whenever a new president takes over the reins at a company, customers, partners, and employees often wonder what kind of changes will be coming. In essence, what kind of manager will the person be?

Timms told us he has had the luxury of working in many different management positions, and these jobs have given him a diversified background for running a company. "I've worked in service, sales, operations, marketing, and even engineering," said Timms. "This enables me to size up what's working and what's not without micromanaging.

"I want employees to challenge me, and I will do the same with them," he continued. "As a manager, I will go to a particular area of the company and take a 'core sample' to see how things are going. If everything is okay, I'll move on to another area. And, although I intend to look at one area every day, I also believe in letting people do what they're

paid for. I was able to get my bachelor's degree while working full time. I believe in multi-tasking. I expect my people to do their jobs and will insist on accountability."

Strategy

When asked about his market strategy, Timms asserted, "We definitely won't be all things to all people. I think a company has to know what it is really good at and stay with it. We will be using our best-of-breed scanners, imagers, and connectivity products to reach into emerging markets, such as healthcare. We believe 2-D is going to see huge growth. The rules of engagement are changing, with respect to doing business in the AIDC sector. Competition is very stiff but there are many sales opportunities for those who can stand the heat."

Timms reiterated that he believes Microscan is in a special tier at the top with respect to high-performance/high-quality scanners and imagers. "Much of our marketing will be geared toward getting this message out," he stated.

Work environment

Closing, Timms stated, "Microscan has been a great environment to walk into. I am astounded at the technical competency and service attitude of its employees. This could be a result of past leadership or just the Seattle area in general. Seattle has a reputation for drawing worldclass, high-tech employees."

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