

Interview with Philippe Pichot Vice President, EMEA & India Sales conducted by Nicole Wörner, editor @ Markt&Technik magazine, Germany

## **We are engineering the future together**

On 1 April 2023, Philippe Pichot started as Vice President of Sales for EMEA & India at Tektronix. What are the plans of the new head of sales? What are currently the most challenging things to overcome? And where does he see the future of the company? The answers are given in the interview.

**As of April 1<sup>st</sup>, 2023, you have taken over the position of VP of Sales for EMEA at Tektronix. Please introduce yourself briefly to our readers.**

**Philippe Pichot:** More than happy to: My name is Philippe Pichot, I'm an electrical engineer and have 20 years of experience in sales in the electronics market. I've been with Tektronix about four years now and have held several positions in sales and operations. I have led the region's distribution channel initiatives, the operations teams, as well as the regional sales teams. Since April 2023, I'm the Vice President of Europe Middle East & Africa as well as India Sales. I'm based in Paris, France.



### **What was your first action in your new position?**

Right after I started my new position, I had the honor to lead one of our yearly big initiatives: a Kaizen, meaning 'continuous improvement', which is one of our core values. In this spirit, a cross-functional EMEA team came together face-to-face for four days to get deeply engaged and focused on customer satisfaction, talent, growth, and productivity. Ultimately, we were looking at ways to enable customer success even better and to deliver the best value to them, i.e. so they can test faster and more reliably. One example of such an enablement, is our latest enhanced Keithley KickStart Battery Simulator Application with the ability to generate and simulate battery models to seamlessly perform cycle tests for wireless, automotive and industrial applications. Continuous improvement is part of our DNA, centered around our customers.



**What do you currently see as your most urgent tasks? And what impulses have you already been able to set in your first months in your new position?**

I've been part of the leadership team for four years, so it's about continuing and accelerating what we have done over the past years. Our strategy, set-up and go-to-market model are successful and solid. We are driving a continuation of that success. Tektronix is all about enabling the innovations of our engineering customers with our solutions. This is our mission. We are involved in all market segments across the electronics industry, such as automotive, semiconductor, aerospace and defence, to name a few, and we offer complete solutions to enable the success of our customers in order to drive a safer and more sustainable world.

**Before joining Tektronix in 2019, you held leadership positions at Future Electronics and Texas Instruments, among others. How do you experience the test and measurement world compared to the distribution and semiconductor areas?**


At the end of the day, it's all about the customer, in particular the electrical engineers, and their success. When you compare the test and measurement world to the distribution and semiconductor world, they are all targeting the same end customer. In reality, it's the same customer using the semiconductors and testing the semiconductors on the board. So, it's a very similar market, that needs addressing in a slightly different way, with the end goal of driving customer satisfaction. We live by a motto called 'We're for the engineer', which summarizes it nicely.

**To what extent can you benefit from your experience from previous positions? Which processes from your previous jobs could also be interesting for Tektronix?**

Well, I'm an engineer, and our customers are as well, and regardless in which sector of electronic engineering you work, we need to enable future advances of electronic engineering. In my current position, I will leverage my EMEA market expertise to enable my very diverse and regionally spread team, consisting among others of technical sales and application engineers, account managers, sales operations and distribution partners etc. to ensure the right solutions to for customer satisfaction.

**For many years, Tektronix has relied on a combination of direct and indirect sales. What is the current composition of the sales network and what will it look like in the future?**

Tektronix is focused on the needs of the electrical engineers, our end customers. We support our customers with a robust sales force and dedicated team of application engineers, operations and service personnel directly and are partnering with a highly competent distribution network. In the region, we work with a variety of distribution partners, including large Pan-European partners, such as Farnell, RS, Distrelec and Conrad, who are state-of-the-art supply chain services, offering the right inventory within 24 hours end-to-end, which is a key benefit, especially in times of supply chain challenges.



We also have close partnerships with local and specialized partners, such as CalPlus and DataTec in Germany, who have technical competency and expertise to discuss specific customer applications and solutions. So, for the sake of our customers, we leverage the right type of sales support so engineers can focus on their innovations, and in partnership with our customers, we create new engineering solutions that overcome market challenges and meet the demand of rapidly evolving technology.

Our customers in the region will continue to benefit from our dedication to innovation, our local presence and strong distribution network to enable customer's innovation.

**In times of material and supply chain bottlenecks: What does the delivery situation look like at the moment? Are there signs of a return to normality?**

The delivery situation has eased in general. At Tektronix, we see that our component suppliers, for example semiconductor, display or sub-system suppliers are delivering with faster lead times. In parallel, for the last three years, we have spent a considerable amount of our research and development time to redesign and optimize parts of our portfolio to be less dependent on components suffering shortages. As a result, the improved supply chain situation and an adapted internal strategy enable our manufacturing teams to fulfil customer demand faster.


**Generally speaking, what is the mood in the test and measurement market at the moment?**


Demand for testing of semiconductors, automotive, industrial and aerospace & defence applications is high, in fact the solutions by Tektronix are extremely relevant for the markets showing the highest growth. For example, we support many customers in the development of electrical vehicles, which is a steeply growing market and German automotive car manufacturers are important customers to us. We have strong solutions for customers testing their applications in EV powertrain, including inverter motor drive analysis, wide bandgap and double pulse testing. So tomorrow, when you are going to buy your new Electrical Vehicle, you know the technology has been tested with Tektronix technology. Our test tools are applied to make these innovations energy efficient and safer.

**In which market segment do you expect the biggest growth potential for Tektronix in the medium term?**

Many of today's innovation require new semiconductor materials, that need to be tested. This demand will continue to grow, and so will our investments to continue to serve our customers at the forefront of innovation. Germany is the European headquarter for many of the world's leading manufacturers pioneering the development of new semiconductor solutions and we are happy to be able to assist them in paving the road of progress.

The sectors of aerospace, defence, data centers, government-funded R&D programs and universities will continue to be drivers of growth across Europe. These sectors



are also critical to maintaining Germany's position as a strategic leader and innovator of new technologies – and Tektronix is proudly partnering with the German customers to create new solutions. 

**Where do you see Tektronix currently in the world market? What are your long-term goals?**

Tektronix provides customers, across a broad range of end markets, mission critical technologies and solutions to enable an intelligent and sustainable future. Our goal is to help engineers with automation, digitization, manufacturing, and most importantly electrification of basically everything, everywhere – ultimately supporting the engineer to be faster and safer to market with their high-quality designs.


Examples are research and development of green energy, EV mobility, medical devices, AI, augmented reality, communications, and factory automation. The Tektronix and Keithley products are helping to solve the ubiquitous need for power efficiency now and in the future with Wide Bandgap technology innovation for an electrified ecosystem, such as testing electric inverters and motors, electric mobility, battery quality, power efficiency and reliability of energy grids.

We will continuously increase the value we offer to our customers. Our solutions span across precision instruments with intuitive interfaces, software solutions for faster time to insights, industry leading patented probing technology and excellent services that maintain the equipment as new for a very long time.

**What is the largest challenge for this year? And what solutions and strategies do you have in response?**

One of the most critical issues the electronics market faces today is a product of our own success. Seemingly everything is electronic, which has driven a surge in demand for electronics components, including semiconductor chips.

Car manufacturers investing in tech-heavy electric vehicles, deployment of datacom infrastructure to support the deployment of cloud-based application, as well as AI, and 5G-enabled mobile phones have all driven demand for semiconductor chips. Power efficiency and energy management are the other big drivers that we need to adhere to in order to create a more sustainable future.

As our customer's pain points get more complex, our testing solutions do the same. We see a seamless progression across workflows and are a trusted innovation partner for our customers to develop lifecycle services needed by them. Our job is to help engineers make that possible, while also using less energy, bearing in mind the need to protect our planet for the next generation. 

**Please finalize the following statements: “By the end of 2023 Tektronix will...”** 

By the end of 2023 Tektronix will reinforce our collaboration with electrical engineers to enable their innovations faster and more reliably, while protecting our planet for the next generation, as we are engineering the future together.

First published online <https://www.elektroniknet.de> 24<sup>th</sup> of August 2023

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