

**Richard Booth****Founder & CEO of Altus/Danutek group**

**Hello Richard, what can you tell us about yourself and the Altus/Danutek Group company?**

I am Richard Booth and I am the CEO and founder of the Altus/Danutek group company.

Formed in the year 2000, we are an equipment distribution and after sales support company, serving the electronics manufacturing industry. The machine we sell and support, are used to make electronic devices.

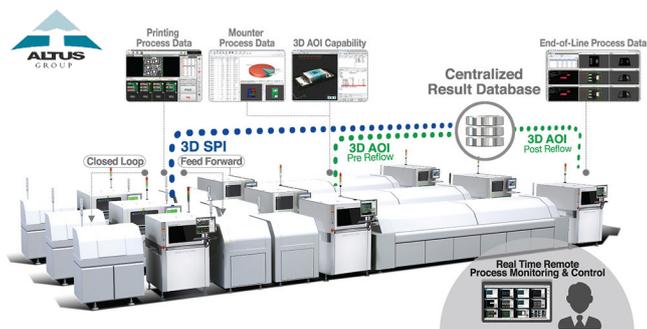
My career starts to seem quite long these days!

Starting from universities in Southampton and Leeds in the mid 70's, followed by a variety of technical and technical sales roles in industry, with military /aerospace companies in the UK, and equipment manufacturers from the USA.

My first trial into company management was in the early late 80's with Cookson Electronics, followed by a couple of US based companies. The 2000 dot com recession, left my-self and a couple of colleagues out of work, and short of nothing much else to do, we formed our company, Altus, principally doing what we already had been doing for a number of years, namely capital equipment sales and support.

Over the first few years, we built up a strong after sales support operation, and then attracted better and better capital equipment brands to sell into our sector.

From its beginning, Altus was responsible for the UK and Irish electronics business for a range of equipment suppliers from Korea, Japan, Germany and the USA. Our markets here are general small series production in Military, Aerospace, Automotive and industrial electronics. The bulk of the commercial electronics left the UK for Asia and Eastern Europe in the late 90's.



Sensing the demand from Eastern Europe, we formed an Altus daughter company, Danutek in 2005, based in Hungary. With strong growth, we now trade in a number of Eastern European countries, including Hungary, Romania, Ukraine, Bulgaria and most recently Serbia.

In these regions, our company trades with many of the big multinationals especially in the automotive sector, who have set up locally there to catch the high quality, high educated engineer pool, the lower running costs and the various government tax incentives.

The German automotive industry is very influential and financially powerful, in these markets. Danutek is now 2 times the size of Altus and continues to grow year on year. Altus continues with steady and manageable growth year on year.

Thanks to having a strong and very patient wife, I have 3 adult children and 2 grandchildren so far, and last year my son and youngest joined my company as a sales manager.

Our mutual goal is for him to manage the company in the next year or so and as I slowly extract myself from the daily duties. Naturally I expect to hang onto all the good bits of the job, but he has to decide !! CEO CF and members are definitely helping us develop and implement this succession plan. Thank you for that.

My interests are most sports, especially rugby, a sport I played at a lowish level, from school until my mid 40's.



I also recently renewing my interest in sailing and especially since I live only 2 Km from the seas near Bristol. My garden and constructions also take over much of my spare time. My immediate family features larger and larger in my life, and are for sure, my best and biggest success.

I believe the positive turning points in my career were, getting educated (thanks to my mum), moving from technical to sales in the 80's, losing my job in 2000, and spotting the growth of electronics in Eastern Europe in 2003/4.

**My explanation for any successes I have had, are more general, and probably apply to most of us, namely always remaining optimistic, being open minded to all initiatives and opportunities and working hard.** I feel that, with those personal characteristics, you end up making your own luck and life chances.

The electronics industry remains a very exciting one, and there seems to be no end to high growth or even a steady state, in sight. Everyone wants miniaturisation, in-order to get more functionality at lower and lower power consumption, in smaller and smaller spaces. Artificial intelligence and the digital age is only just beginning and industries like electric and autonomous cars etc., will drive huge investments and high profit potential, at least in the foreseeable. Rather good for those involved.



### To know more about Altus/Danutek Group

<https://www.altusgroup.co.uk>

<https://www.danutek.com>