

## Joe Booth

### Business Development & Marketing, Altus Group

#### Hello Joe, thank you for taking the time to do this interview. What can you tell us about yourself?

I am a British Business Development and Marketing Specialist looking to take my family company to its next level. I tend to wear many hats of responsibility in my business life because of the family nature of our organisation- you never get bored... or just don't have the time too. 😊

For me, growing up in both Surrey and Bristol, most of my childhood was focused around being a success in sports at different representative levels (judo/rugby/hockey/football you name it.). Winning wasn't everything but almost, and that mentality has given me the drive to achieve big things in the business world too.

I studied Human Biology at Loughborough University & I am currently in the process of obtaining my MBA for Imperial Business School in London. I have had a flavour of corporate life, working with Thomson Reuters IP & Science team, before turning my focus and attention to the electronics industry with Altus. Altus help UK electronics manufactures reach their production goals.

My passion is around customer engagement and business psychology as well as organisational behaviour and leadership strategies. Hopefully as a service provider and working in a family business, these interests will prove fruitful for both mine and our company development over the next decade.

#### Joe, can you tell us more about your company, Altus Group?

As far as Altus is concerned, we are a customer focused distributor of electronic production equipment, across many territories in Europe including the UK & Ireland. As a basic principle, we source high quality production solutions from around the world and look to commercialise (sell) these solutions to manufacturers in the regions that we operate. Altus then have a range of services to add value to the end user and optimise their electronics production yields.



Altus have an amazing position as the gateway between the suppliers and the market and hold a wealth of information that can be leveraged by both sides in order to obtain value. We are lucky that we are involved at the cutting edge of technological innovation, with the involvement of electronics in our daily lives and devices only increasing year by year a very exciting sector to be involved in.

Without a good grip of how electronics are created, it may be difficult to understand what we do. So, in layman's terms, electronics like a mobile phone are produced by running through a range of assembly processes in a production line. Altus Group distribute those solutions for each of the processes required in the line.

An exciting business prospect is that there is no limit to the sectors we can support so long as they utilise electronic technology. Altus works with a huge range of organisations from start-ups to global corporate accounts in automotive, consumer electronics, medical devices, military and the list goes on.

Personally, this variation is one of the elements I like most about our company, in the fact that the applications and people we interact with can be so different.



This leads to interesting discussions, new ideas and viewpoints daily, forcing our company to continue grow and adapt.

### **Can you share a success story or a failure that has helped you move forward?**

I have always had the belief and maybe it was taught in my competitive childhood that success is just like an iceberg. The success people see, is just a small amount of the entire journey that each individual must go on to have that accolade. Without the journey there is no success and what you don't see is the endless list of failures, bad ideas, late nights, sacrifices and risks that people have made to get there.

I won't go into specific embarrassing examples (just know there are some), but I have a whole load of failures in the past, each of which I have learned from in order to improve and continue my own journey. I guess I am continually building my own iceberg through good or bad. One of the keys elements in learning from your failures is to reflect, be truthful, critical and move on. CEO-CF and my particular group, give me the platform to learn things about myself constantly, reflect, be critical, come to a resolution and move on... let's hope my own success comes as the end product.

### **To know more about Atlas Group**

**[www.altusgroup.co.uk](http://www.altusgroup.co.uk)**