



**Bryan Teen**  
Vice President of Sales  
Tech Marketing

*With so many ERA members, it is not easy to get to know every rep and manufacturer in the business. "Someone You Should Know" is The Representor department that gives readers the chance to learn about fellow ERA members, including how their time is spent both in and out of the office.*

*Meet Bryan Teen, vice president of sales at Tech Marketing, headquartered in Raleigh, N.C. He recently became part owner of Tech Marketing.*

*The Representor asked Bryan a few questions about his time in the rep business and his experiences with ERA. Here is what he had to say.*

## **Tell us a little bit about yourself.**

My name is Bryan Teen, and I am the vice president of sales at Tech Marketing. I recently became a part owner in the company which I am extremely proud of. I was born in New Jersey, but have lived in Raleigh, N.C., for close to 30 years. I am the oldest of four, and have two awesome nieces that I love to spend time with. I proposed to my wife in 2014 (in Las Vegas at EDS) and look forward to starting our own family in the near future.

## **What are some things you enjoy outside of the workplace?**

Spending time with family and friends is extremely important to me. I especially enjoy trying to make my wife Liesel laugh, which for the most part I am good at. I like golf (not because I am good), and I feel that Sundays are more enjoyable during football season. After a long day at work I enjoy relaxing on the front porch while sipping a glass of Maker's Mark.

## **How long have you been an ERA member and how long in the rep business?**

Tech Marketing has been an ERA member since its inception in 1995. I have been in the rep business since graduating UNC-Chapel Hill and joining the company in 2005.

## **How did you become interested in being a rep in the electronics industry?**

As the cliché goes, I would have to say it was in my blood. I root for the Giants and Yankees because of my dad, so it goes without saying that he is the primary reason I became interested in being a rep in the electronics industry. That said, I wouldn't still be doing this after almost 11 years if I didn't enjoy it.

## **What have you found to be most rewarding about the rep business?**

Although it is probably true for all sales in general, I like that what you put into it is what you get out of it. I enjoy the fact that working a little harder, and often a little smarter, is the difference between losing or winning business. In all honesty, though, one of my favorite things about being a rep is the occasion when you see something you worked on for two years out in the real world. Even if I can't "see" the component or product that I worked on, I feel pride in knowing that it is inside there helping it work.

## **Briefly describe your rep firm.**

My father, Patrick, started our rep firm in 1995 after spending most of his professional

career in the battery industry. Our company is headquartered in Raleigh and we have sales offices in Atlanta, Columbia, S.C., and Huntsville, Ala. I am very proud of the sales team we have and the manufacturers we represent. My younger brother Kevin recently started working with us, which I am very excited about as well.

## **What recent innovations, best practices and/or changes has your firm made?**

We have recently implemented Empowering Systems, which has been helpful in tracking opportunities and reporting to our principals. We also started using Constant Contact as a way to create newsletters catered to our customers and suppliers.

## **What have you learned and/or what contacts have you made through ERA that have had the greatest positive impacts on you and/or your business?**

I recently attended my first national ERA conference this year in Austin. It was packed with great information, and I really enjoyed the experience. Through ERA, I have met a number of people who have made huge impacts on me and our business. Past ERA presidents Mark Conley of O'Donnell Associates North and Paul Nielsen, CPMR, of Brainard-Nielsen Marketing have been great over the years. I had a very informative conversation with Tom Griffin of Catalyst Sales, Inc. at the conference that I found tremendously positive and has already impacted our company in a positive way. I also have to thank my fellow Carolinas ERA members Bob Ball and Bob Kirkland of Aurora Technical Sales who were very helpful when I was first starting off as a rep and trying to learn the ropes.

## **Are you active on social media? Do you follow ERA? Have ERA updates via social media been helpful to you?**

I am active on LinkedIn as I like the more professional aspect and purpose that it fills. I have found it to be a great way to stay in touch with colleagues, as well as for introductions and prospecting. I do follow ERA and read all of the updates and newsletters that are sent out.

## **What is one interesting fact that people may not know about you?**

I am an Eagle Scout and have backpacked somewhere around 300 miles on the Appalachian Trail and hope to have the opportunity to complete the entire trip from Georgia to Maine one day.