Gregory Novak

APPLICATIONS ENGINEERING MANAGER

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SUMMARY

Applications engineering manager with 13 years in industrial sensors and machine vision, leading a team of 9 engineers who support sales across North America. Sets team priorities, owns the demo lab and product training program, and turns field feedback into product requirements that shaped 4 product launches.

SKILLS

- Applications Engineering
- Machine Vision
- Industrial Sensors
- PLC Integration
- Python
- Technical Sales
- Product Training
- Salesforce
- Leadership
- Presentation Skills

EXPERIENCE

Applications Engineering Manager 04/2021 - Present

North Star Sensing Minneapolis, MN

Maker of industrial sensors and smart cameras for packaging, food and automotive production lines.

- Manage 9 applications engineers covering 3 regions, supporting **$38M** in annual sensor and machine vision sales.
- Cut average quote-to-sample time from 10 days to 4 by adding a request queue and service levels in Salesforce.
- Run a product training program for 150 distributor and sales staff a year, including a 2-day machine vision course.
- Bring field data from 400+ applications to product management, shaping requirements for 4 launches since 2021.

Senior Applications Engineer 08/2016 - 03/2021

Twin Cities Vision Systems Eden Prairie, MN

Machine vision systems supplier serving food, pharmaceutical and automotive manufacturers.

- Designed machine vision inspection setups for **80** food, pharmaceutical and automotive lines.
- Wrote Python tools that tested camera settings against customer sample parts, cutting setup trials by 40%.
- Trained and mentored 3 new applications engineers in PLC integration and lighting selection.

Applications Engineer 06/2013 - 07/2016

Riverside Automation Products St. Paul, MN

Industrial sensor manufacturer selling photoelectric and proximity sensors to OEMs.

- Supported technical sales of photoelectric and proximity sensors to **150** OEM accounts in the Upper Midwest.
- Solved 20 PLC integration cases a week by phone and site visit.
- Ran 25 sensor demos a year at regional trade shows and OEM open houses.

EDUCATION

Bachelor of Science 05/2013

University of Minnesota Minneapolis, MN

Electrical Engineering

CERTIFICATES

Certified Vision Professional - Advanced

Association for Advancing Automation (A3)

2018