



**Adam P. Crandall**

Chief Revenue Officer,  
Addtronics



**Corey Carolla**

Engineered Solutions  
Provider, COMI Americas



**Randy Rua**

President,  
NuVescor Group

**WEBINAR**

# The Future of the Automation Industry: Is It Time to Buy or Sell?

October 18 • 11am EST

# About Us

---



At NuVescor, our mission is to help manufacturing business owners reach their personal and financial goals.

We provide comprehensive services including business valuations, financial analysis, and transaction advice for companies with revenues between \$5M to \$50M.



# Today's Speakers

---



**Randy Rua**

President, NuVescor Group



**Adam P. Crandall**

Chief Revenue Officer,  
Addtronics Group



**Corey Carolla**

Engineered Solutions  
Provider, COMI Americas

# Today's Speakers

---



**Randy Rua**

President, NuVescor Group



Randy provides vision, leadership and extensive knowledge to guide NuVescor confidently towards its goals. He first experienced the M&A industry when he decided to purchase a business through a business broker. Later, as he worked closely with an M&A advisory firm to sell that business, Randy saw true value in working to fulfill dreams through successful business ownership transitions.

Randy began developing his own unique process and experienced great success. Randy founded Rua Associates in 2010, and in 2016 decided to purchase NuVescor and apply Rua's successful process to NuVescor's clients, seeing immediate results.

He is a Certified Business Appraiser through the National Association of Certified Valuators and Analysts, a Certified Exit Planning Advisor through the Exit Planning Institute, and a Certified Advisor for the Value Builder System.

# Today's Speakers

---



**Adam P. Crandall**

Chief Revenue Officer,  
Addtronics Group



Adam Crandall is an accomplished executive with a proven history of forming high-performing teams and leading new commercial ventures, he has held senior leadership roles at VWR International (now Avantor), Refractron Technologies Corporation, Micro Instrument Corporation, and Dynamic Design Solutions.

Currently serving as the Chief Revenue Officer at Addtronics, he leads sales, marketing, and applications teams while propelling revenue growth. Known for his consistent delivery of performance-optimized solutions, Crandall is a driving force behind Addtronics' sustained success in the evolving realm of robotic solutions.

# Today's Speakers

---



**Corey Carolla**

Engineered Solutions  
Provider, COMI Americas



In this role at COMI Americas, Corey focuses on identifying and evaluating new growth initiatives, primarily through strategic partnerships, talent development and long-term corporate strategy, to provide customers with engineered solutions. He excels in guiding companies to create, plan, and execute on their journey to the next level, integrating automation and process improvement to directly impact the company's efficiency and bottom line.

Corey brings a unique skill set coupling his Economic, Business and Workforce Development background with his 25+ years of experience in manufacturing and has held key roles in Economic, Community, Workforce, and Business development.

Corey has assisted in the creation and implementation of business and economic development initiatives at regional, national and international levels, supporting economic vitality globally.



- 1 Market Growth and Trends in Automation**
- 2 Perspectives on Buying and Selling**
- 3 Sell-Side Transitions**
- 4 Live Q&A**



# Market Growth and Trends in Automation

- Expected growth rate for automation strong but overall growth slowed in past year
- Current quoting activity and backlog are high
- Rising labor costs and shortages driving the need for automation solutions.







# Automation Trends in Manufacturing

- US-based automation manufacturing replacing off-shoring
- Quality and productivity components of automation and AI technology
- Labor costs: Manufacturing companies looking to automation to run 2nd shift without additional manpower
- Manufacturers are embracing automation to provide a solution not just parts (Tool and Die transitioning to be automation companies)



# Tips for Manufacturing Companies

Why automation and manufacturing business owners **should be ready now** for a potential sale.

- Manufacturers focused on automation are performing well
- Sellers need to make their firm attractive to purchasers: make the investment in automation or be prepared to sell at lower value



## Understanding the Manufacturing Company Buyer's Perspective

- Buyers are aware that evolving demands require updated automation infrastructure to maintain or enhance margins.
- Automation investments add value, making firms more profitable and more attractive for purchase.
- Buyers are not interested in buying equipment that is outdated and the shift towards automation has left the manufacturing industry with a glut of equipment that provides a low return on investment



# Understanding the Automation Company Buyer's Perspective

The landscape for automation is expanding, with a **notable trend towards acquiring smaller companies** for their labor resources.

- Current labor conditions
- Buyers look for key questions such as: is there repetitive automation in place? Is there a repeatable process to actually deliver on the growth?



# Sellers: Understanding Your Options

- Ready to exit but worried about your valuation?
- Options for sellers: earnout, stay on as owner with retained equity
- Rollover equity option in order to maximize return when the company sells





# Audience Poll





## NuVescor Approach to Sell-Side Transitions

- Process of understanding the potential seller's needs vs seller's options
- What are key steps involved in successful sell-side transition





# Valuation Process & Negotiation

During the buying and selling process, focus on enhancing the **value and the return on assets. (people for automation companies, technology for manufacturers)**

Why it's important to understand the **current value of your firm** now so you can position your business for the future





# Ensuring a Successful Transition

**Elements of a successful sale** and how to position your firm for a profitable exit

**Post-sale continuity** and employee transition



# Live Q&A

# Take The Next Step

---



We're here to guide you through every step of your exit journey. If you have any questions or if you're ready to start planning your successful exit, don't hesitate to reach out to our President, Randy Rua, directly. Let us make your transition as seamless and rewarding as possible.

 [calendly.com/nuvescor/intro-call](https://calendly.com/nuvescor/intro-call)

 [randy@ruaassociates.com](mailto:randy@ruaassociates.com)

 [nuvescor.com/contact/](https://nuvescor.com/contact/)



# Contact Speakers

---



## **Corey Carolla**

Engineered Solutions  
Provider, COMI Americas

[carolla@comiamericas.us](mailto:carolla@comiamericas.us)

[comiamericas.us/contact](http://comiamericas.us/contact)



## **Adam P. Crandall**

Chief Revenue Officer,  
Addtronics Group

[adam.crandall@addtronics.com](mailto:adam.crandall@addtronics.com)

[addtronics.com](http://addtronics.com)





**Thank You for Joining**