

PENNENGINEERING® EMPLOYEE SPOTLIGHT SERIES

# HOW I THINK INSIDE THE BOX™

An Interview with Jay McKenna, Global Technical Marketing Manager

## What inspired your career path?

I started at PennEngineering® in 1988 as an Applications Engineer. It was as an Applications Engineer that I learned I preferred working directly with our customers' needs. So, my path moved towards the sales side as I became Product Manager for new products, panel fasteners, and ultimately our microPEM® line.

## Tell us about the work you do with your customers.

This new role of Global Technical Marketing Manager touches all our customers – the design engineers and fabricators, as well as our engineering representatives and distributors who locally service them.

With our FastenerClass™, we train the design engineers and fabricators, who get to choose from over a dozen fastening topics. With our local representatives and distributors, we want them to be able to fully understand our suite of products and be able to quickly recognize what is the best solution for our customers.

## How do you stay innovative?

You must have an open, observant attitude. It is important to listen to what customers are asking for, or helping them identify their needs based on their current pain points. Once we identify that, we can develop solutions that will please our customers.

## What are some of your biggest achievements you've experienced at PennEngineering®?

I feel very protective of our brand, so I have really enjoyed being closely involved with the actions we have taken against companies that have violated our Patents or Trademarks.

I was the emcee at our first three Global Application Summits and speaking about our parts with our global sales network has always been enjoyable.

In regard to our products, I am proud to have been a part of our ReelFast SMT line promotion, adding the MATHread® feature to many of our panel fasteners, and being the Global Business Manager for our microPEM® product line.

## What excites you most about the future of fastening solutions?

I love that PennEngineering® continues to be innovative with new product launches. When a new product is released, I enjoy showing them to prospective customers and getting the response that I call the “raised eyebrow effect”. I often watch them look upwards and know that they are thinking “Hmm, where can I use this?”. I leave the customer excited about the different design ideas they can now implement with our fasteners they didn't know existed before.



**Jay McKenna**  
Global Technical Marketing  
Manager

Jay McKenna has been in the fastening business for over 30 years, ultimately finding his way to the forefront of product innovation with the microPEM® line. Now in his current role, Jay is spreading his PEM® expertise to customers and distributors alike.