

September 12, 2007

Vale Barry Mitchell

All employees and friends of Yokogawa in Australasia will be saddened to learn of the death of Barry Mitchell earlier this month. Barry had been battling cancer for some time and he faced death with great composure.

It would be difficult to overestimate the impact of Barry's contribution to the establishment, growth and success of Yokogawa in Australia. Not only was he a driving force of the company's early years, he maintained enormous enthusiasm for, and commitment to, the company for more than two decades.

Barry joined Parameters, which sold Yokogawa products in Australia on an agency basis, in 1983. From 1987 – 1989, he was the General Manager and Director of Sales and Engineering for Yokogawa Parameters, a joint venture company between Parameters and the Yokogawa Electric Corporation. When the company became a fully owned subsidiary of Yokogawa in 1989, Barry was appointed to the role of General Manager and Director of Sales.

On his 10th anniversary of service for Yokogawa, in 1993, the then-Managing Director of Yokogawa Australia, Peter Smith, said of Barry that his "contribution is one of the prime reasons for the success of Yokogawa in Australia".

Barry's very significant contribution to the ongoing growth and development of the company was acknowledged with his promotion to the position of Deputy Managing Director in 1998 and to Managing Director in 1999 for a period of two years. At the conclusion of this period, Barry took on the role of Vice President of Yokogawa's Global Power Solutions Centre.

Barry remained a very highly valued employee of Yokogawa in a variety of executive business development roles until his death.

Barry was admired for his business acumen, his high energy and commitment in the service of Yokogawa and his outstanding sales ability. He had a vision of what Yokogawa could become in our part of the world and beyond, and worked tirelessly to achieve it.

In doing so, he inspired others, providing Yokogawa employees with wonderful opportunities to develop their careers in a vibrant, highly professional and increasingly successful company.

Friends and colleagues at Yokogawa in Australia, New Zealand and around the globe are feeling the loss of a natural salesman, whose knowledge, enthusiasm and quick wit enlivened discussion, whether in the office, in the field, or over a drink.

“We have all been privileged to have known Barry,” said John Hewitt, Managing Director of Yokogawa Australia. “His ability to see a sales opportunity was unmatched, and it is for that, his boundless enthusiasm, energy and ‘can do’ attitude, that Barry will be sorely missed.”

A web log (‘blog’) has been established at <http://thebarrymitchell.blogspot.com> to enable current and past employees of Yokogawa, customers and friends of Yokogawa to share their memories of Barry.

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