

# Talking with Royal Circuit Solutions' Milan Shah

Royal is an interesting company, one of the few PCB companies that have *grown* in the past seven years since Milan bought the company. It has been fun watching what Milan has done with Royal, growing it from a small company of 16 employees to a company of over 58 and counting!

**Dan:** So Milan tell us something about yourself.

**Milan:** I have been in sales & marketing my whole life. After getting my MBA I went to work for Apple where I received some great experience in corporate sales and marketing. From there, I was recruited by Sony Electronics to be the manager of Multimedia Technologies selling to corporate America. Then a little later I got an opportunity to join a PCB company in Chicago. I was there for a number of years when I decided to move west and get involved with the PCB industry. In 2008 I got the chance to buy Royal Circuit here in Hollister and jumped at it. I thought that I could really do something with Royal because it had all the advantages of being in Silicon Valley while being far enough away (45 miles) to take advantage of lower costs of doing business.

**Dan:** What makes your company stand out?

**Milan:** We're willing to do whatever the customer needs. The name of the company is Royal Circuit Solutions and that's what we do, we provide our customers with the PCB solutions they need. Our customers love working with us because they never hear the word "no".

**Dan:** What is your opinion of the industry today?

**Milan:** Oh don't get me started on that. But look, I'm not going to be critical here that's not my nature, but I will say this...PCB owners have to open up their minds to the possibilities. They have to focus on their customers and customize their business to their customers' needs. I don't see enough of that in our business.

**Dan:** What is your company doing to be so successful? How have you grown so quickly while others have at best stayed flat?

**Milan:** Once again it's all about the customer; it's all about saying yes to the customer. We have invested over three million dollars since we bought Royal. Currently, we have invested in two Direct Imaging machines for example. Our customers wanted finer lines, they wanted more consistent board parameters and so we invested in being able to provide them with just that.

**Dan:** What do you see for the future of Royal Circuit Solutions?

**Milan:** More and more technology. We want to always make sure we are staying ahead of our customers anticipating their needs both today and in the future, as well.

**Dan:** Which Taiyo products do you use and why do you prefer them over another company's products?

**Milan:** First of all I like the company. They are there whenever I need help. They know what I need and make sure I get it, which is obviously my philosophy, as well. We use *all* of their products simply because they are the best on the market today. Between the products themselves and the engineering support they give me, Taiyo is head and shoulders over their competition.

**Dan:** Thanks Milan I appreciate you spending the time with me today!

For more information about Royal Circuit Solutions, go to [www.royalcircuits.com](http://www.royalcircuits.com)