

Chief Executive Officer's Message



“We believe a powerful key to our success at TTI is a consistent, disciplined adherence to our strategic direction.”

This simply underlies our laser focus on delivering great products and developing great people. 2015 was an amazing year at TTI in which we delivered more new break-through products and hired, trained and mentored more management talent, in turn resulting in record results and preparing us for the future. As we look ahead, we are thrilled to share that we have a stronger team, more exciting products, and vast opportunities.

Make Bold Decisions

The considerable momentum we have generated is a result of several critical success factors and it starts with bold decisions that make a difference. Our decisive investments in the development and application of new technologies are the foundation of our game-changing new products. With vast and highly-focused product development resources, we are expanding into strategic product categories and launching product innovations at a faster rate. Gains in global market share are generated through our highly selective moves into under-represented geographies. Another critical success factor we deploy is speed. When a decision is made, we execute with urgency and resolve. A third critical dynamic that empowers TTI to be extraordinary: we continue to set higher goals and raise our standards, challenging our organization to improve to achieve new, higher levels in everything we do. We make bold decisions, set high standards and take action.

Create Great Products

TTI is committed to delivering the best possible products to our customers and doing it better than anyone in our industry. Innovative products are a cornerstone of our strategic drivers. Not only are we continuing to strategically invest in user-driven innovation and break-through technologies, but we have also built a high-speed new product development process that allows us to respond to changing market needs and requirements faster than any of our competitors. TTI has a number of brand-focused innovation centers in key markets dedicated to user research, design, engineering new technology, and delivering innovative products. Our rapid and robust development process is a fundamental competitive advantage and our ongoing investment in research, development, and marketing is vital to the creation of innovative products and technologies.

Innovative Technology

As part of our innovative product strategy, TTI is on the leading edge of lithium cordless technology offering the broadest range and best performing lithium powered products. We continue to expand the discovery, development and delivery of technology to provide customers with exciting products and solutions. The next generation MILWAUKEE FUEL system is unsurpassed in cordless power tool performance and continues to stimulate the conversion from corded to cordless tools. The next industry-changing technology, MILWAUKEE ONE-KEY, is the first cloud-based digital platform for tools and equipment which integrates tool electronics for control and access to information. Technology is bringing higher performance, reduced size, increased durability, and better user interface features which are enhancing our RYOBI ONE+ and 40-volt, AEG, HOOVER, ORECK and VAX lithium ranges. Additionally, as a leader in the hand tool and power equipment accessories businesses, we are applying our rapid product development process from end-user research to new technology deployment, launching innovations in our MILWAUKEE, HART and EMPIRE ranges.

Cultivate Great People

We have built an outstanding team of highly talented people. Our organizational development initiatives have gained traction throughout the world with our Leadership Development Program (“LDP”), now in its tenth year in the US, where we have hired over 1,500 high-potential campus recruits. Our campus recruiting is expanding throughout Europe, Canada, and Asia with LDPs deployed in more than ten countries in a variety of positions. In China we have successfully recruited more than 200 engineering graduates to form a pipeline of talent for our Asia Innovation Center and Asia Industrial Park. These LDPs are being trained, developed and promoted through the system and are taking on a vast array of assignments in product management, sales, marketing, purchasing, and supply chain management. This network of high-potential individuals forms the backbone of future TTI leaders.

We have a world-class group of senior managers that are leading our business units around the globe and we consider this leadership team as the best in our industry and fundamental to our record breaking success year after year. I extend my appreciation and thanks for their incredible hard work and consistent, outstanding performance.

At TTI, we remain inspired by our visionary Chairman, Horst Pudwill. Throughout the past 30 years, it has been Horst’s break-through thinking and innovation that has driven the Company. His bold vision motivates us to continue to achieve spectacular, record breaking results.



Joseph Galli Jr

Chief Executive Officer
March 15, 2016