



# ROBERT L. MASON

CEO and President of SPOC Automation, Inc.,  
Company Culture Expert

**Key Focus: Developing a winning culture to achieve a lasting impact on people, processes, and products**

Robert L. Mason is the CEO and President of SPOC Automation, an innovation company making automation technology for the upstream and midstream markets of the oil and gas industry.

Mentored by an entrepreneur father and having 37 years of entrepreneurial business experience himself, Bobby has gained deep expertise in electrical controls and automation, sales, marketing, manufacturing, distribution, and management. While his technical background is strong, his true passion is team building and the development of a winning culture to achieve a lasting impact on people, processes, and products.

That culture focus has given SPOC Automation competitive advantages, fostered innovation, and earned numerous national accolades, such as *Inc. Magazine's 2020 Best Places To Work*, and *Inc. 5000's Fastest Growing Companies in America* three times over the last decade.

## SUGGESTED INTRODUCTION:

Joining us today is Bobby Mason, the CEO and President of SPOC Automation, an innovation company making automation technology for the upstream and midstream markets of the oil and gas industry. While Bobby's expertise on the technical side can't be matched, his true passion is team building and educating others on the importance of a winning culture and how it contributes to the success of any business regardless of current market conditions.

## INTERVIEW TOPICS

- Can a "Lift Up" Culture drive success regardless of market conditions?
- What does culture have to do with your product's success or failure?
- What's the next generation drive automation do for your rotating equipment, and why should the industry care?
- Automation is like a fine dining experience...
- What does your rotating equipment automation and lightning have to do with company culture?



*Bobby leads with character, accountability, precision and vision. He leads with personality and kindness — with quiet authority that makes clear his expectations in a way that inspires everyone around him to perform.*

Sean Doyle  
CEO and Principal FitzMartin, Inc.

## CONNECT WITH BOBBY

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