



Rich Bouchard

Managing Partner, Sales Engineer

Rich joined Crowley Associates in 1989 as a Field Sales Engineer. In 1994, he became a Managing Partner in the firm with expanding executive roles as Product Marketing Manager with a focus on Power Electronics.

Rich's impressive 34 years of experience with electronic components, power system solutions, and electro-mechanical products have undoubtedly equipped him with a deep and comprehensive technical understanding. Throughout his career, he has gained valuable insights and expertise in sales management and marketing within this specialized field.



With Rich's proven track record of successful solution selling, he has nurtured partnerships with strategic OEM's and distributor partners to expand market reach and drive business growth. Overall, Rich's ability to integrate sales goals into new account strategies requires a blend of strategic thinking, customer focus, and effective execution to create long-lasting customer relationships.

Rich holds a Bachelor's Degree in Computer Science from Southern New Hampshire University. During his tenure at Crowley Associates, he has earned several awards for technical sales performance and achievements. Prior to Crowley Associates, Rich proudly served in the Armed Forces with the United States Marines.

Rich is a member of the ECIA Independent Manufacturers Rep Association and the ERA Electronics Representative Association. He is passionate about positively impacting the careers of our future industry leaders, helping them to achieve their full potential.

Rich lives in New Hampshire, married with two children and three grandchildren. If not found on one of the many outdoor trails hiking, biking, or running, you can find him in his workshop creating and building fine furniture that will last for many generations.



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