

Success story: Roxanne Gustitis reflects on 30 years of growth, service and partnership

At Hutchinson Aerospace & Industry, success is built not only on innovative products but on the people who deliver them. For more than 30 years, Roxanne Gustitis has played a pivotal role in growing Hutchinson's aerospace and defense business across the western United States. As she transitions into retirement, her story highlights the deep relationships, technical expertise and entrepreneurial spirit that define Hutchinson's culture.

From army captain to aerospace sales leader

Roxanne's career began in service. A graduate of an ROTC program, she spent 6 ½ years in the U.S. Army, rising to the rank of captain. Her final duty station brought her to Phoenix, Arizona, where she worked as an active-duty liaison to reservists, many of whom worked at Honeywell, Northrop Grumman and Motorola during the week. That experience led Roxanne to her first civilian role: a buyer at Honeywell's avionics division.

She quickly advanced, moving from purchasing and production planning into international contracts and then into sales. "I've always enjoyed connecting with people," Roxanne says. "Sales felt like a natural fit."



Building a business with Hutchinson

In the early 1990s, Roxanne received a call from a recruiter about an opening with Barry Controls (now Hutchinson Aerospace & Industry). The company wanted to expand its reach in Arizona, New Mexico, Colorado and Utah. Roxanne jumped at the opportunity, initially joining as a direct sales engineer.

A few years later, when company leadership shifted toward an independent representative model in smaller territories, Roxanne seized the chance to start her own business. She founded Desert Mountain Technical Sales, naming the company after the unique landscape of her multi-state region. With Hutchinson's backing, she transitioned from direct employee to independent representative in just one weekend.

"It was a whirlwind," Roxanne recalls. "I canceled a vacation and dove right in. But it was exciting. I already knew the products, the customers and the challenges." Over the next 30 years, Roxanne grew her business dramatically, expanding her territory to include California, Oregon, Washington and Nevada, and significantly increasing sales. What started as a \$1.2 million territory quickly multiplied as she developed new opportunities and long-term partnerships.



A focus on aerospace, defense and innovation

Roxanne's work has primarily focused on aerospace and defense customers, including Raytheon Missile Systems, her largest account. She's also supported emerging technologies in autonomous vehicles, working with companies like Zoox and Waymo. Her expertise in vibration and shock attenuation solutions has been critical in high-stakes applications, from missile systems to marine and naval defense.

Her military background gave her a distinct advantage. "I've actually fired some of the systems I now support, like the TOW missile," she says. "That firsthand experience helps me understand my customers' needs in a way that goes beyond specs and data sheets."

A legacy of partnership and teamwork

What Roxanne values most about her time with Hutchinson is the people. "It's a unique company," she says. "We're like a family. We don't just work together; we share stories, support each other and celebrate wins together."

That sense of camaraderie, she says, is rare in today's corporate world, and it's one of the reasons so many employees and representatives stay with Hutchinson for decades. "Customers notice it too," Roxanne adds. "They'll ask, 'What is it about you guys? Everyone stays.' And the answer is simple: when you find something good, you stick with it."

Looking ahead

As Roxanne steps into retirement, she plans to stay active, spending time with family, exploring national parks, joining a women's golf league and volunteering with veterans groups. She's also training her boxer dog in agility competitions.

Her advice to those continuing in the industry is simple: "Enjoy what you do. Keep learning, keep building relationships and don't be afraid to go after new opportunities. That's what keeps it fun."

At Hutchinson, we celebrate Roxanne's remarkable career and thank her for her decades of dedication, leadership and partnership.