



AIST YOUNG PROFESSIONALS

Matthew Bruels, Regional Sales Manager



What first interested you about learning more about the steel industry?

I ended up in the steel industry by happenstance. I only knew a small amount about it growing up in Minnesota, where the industry is not as prevalent. When I joined PT Tech and started managing steel customers, I felt it was important to get involved with AIST to learn more about an industry that is so unique. Since joining AIST, my interest in the industry has grown even further as I have gotten to see how the steel industry really makes the world run. Without the products this industry produces, we wouldn't have cars, roads, buildings, etc. I think I have realized over the past few years how important the steel industry is to the rest of the world.

Did you participate in any of AIST's programs or attend AIST events as a student?

I completed my B.S. degree in mechanical engineering at Minnesota State University – Mankato, which led me into the industrial products market, eventually leading into the steel industry. My college did not have a student AIST chapter, so I did not learn of AIST and its benefits until becoming involved in the steel industry through my career with PT Tech.

What things did you do as a student that enhanced your passion or understanding of the steel industry?

As a student I was able to work at a couple of different internships that involved industrial products which are used in heavy machinery and the steel industry. I was always fascinated by the sheer size and engineering involved with this type of large equipment. When I had the opportunity to become involved in the steel industry after finishing my degree, it was a natural fit. I still am consistently amazed at the engineering every time I am in a mill.

What advice do you have for students who are curious about pursuing something related to the steel industry?

My advice would be to get involved. Get involved with local AIST chapters, in company-sponsored mentor or teamwork programs, and other opportunities. It can be daunting at first joining these groups, especially when you may be the youngest face in the room by more than a decade. But in my experience, being involved in industry groups like the AIST Technology Committees will let you network and learn so much about this industry. It may take a couple tries of going to meetings or events to feel comfortable or see the benefits, but be persistent and keep staying involved and it will pay off.

What are your plans for continued involvement in AIST?

Currently I am the Young Professional chair for the Cranes Technology Committee and recently became part of the planning committee for the annual Crane Symposium. I plan to continue working with these groups and networking within the organization.

What do you find unique and interesting about the steel industry? What do you enjoy the most about it?

I find that although the industry is spread across the country and the globe, ultimately it is a similar group everywhere. We all experience the same challenges and have the same goals to improve safety, productivity, and help train the next generations on how this vital industry works. I think my favorite part about the industry is the way those involved with steel band together and try to help younger generations learn the industry that many have had in their families for years. ♦



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