

TRIAD

Ongela Starks Promoted to Sales Manager Position

Long-time Triad Sales Leader will now manage the Sales Department

Perris, CA—January 1, 2025—Triad Magnetics announces the promotion of Ongela Starks to serve as Sales Manager, leading the Triad Sales Team overseeing all customer accounts. Ongela brings more than 30 years of global electronics industry experience to the management position, with a goal-oriented enthusiasm that drives successful results.



Bill Dull, President of Triad Magnetics says, “Throughout her 10 years at Triad, Ongela has shown an amazing ability to get things done. She is always willing to take on new challenges, and in all areas she has consistently grown Triad’s business. She has a no-nonsense, direct approach with her customers and has earned their respect and admiration over the years. Her organizational and accountability skills, as well as a strong desire to implement best practices through continual improvement, will ensure her success in this new role. I’m confident that Triad’s entire sales network will benefit from her abilities as a proven leader.”

Ongela has served as a Triad Sales Territory Manager for the past 10 years, consistently growing her accounts in the EMEA and key North America territories by building strong customer relationships. Prior to her tenure at Triad, she was Human Resources/Administration Manager for Tamura Corporation of America, leading recruitment and hiring for all departments, streamlining accounting processes, developing new HR procedures, and improving company-wide communication. She was previously Inside Sales/Customer Service Manager for Tamura, where she managed multiple key international accounts for close to 10 years. Over her successful 30-year career in the magnetics industry, she has demonstrated exceptional problem-solving skills and the ability to work closely with engineering teams to quickly assess and meet client needs.

Ongela holds a BS degree in Business Administration and an AA degree in Accounting, and she began her early career owning her own small business before moving into the global electronics field. Her business expertise continues to serve her well in managing accounting principles and procedures in sales. At Triad, her consistent sales success demonstrates her dedication and relationship-driven approach.

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Says Ongela, “I’m confident that I will continue to be an asset to Triad by concentrating on building relationships with our customers and sales reps, removing obstacles that keep us from growing sales. I look forward to strengthening our team cohesion, understanding that each of us play an important role and that we all have something to contribute.”

In addition to Ongela’s professional background, she is the proud mother of two adult daughters and three grandchildren. She and her husband Mike have been married for 43 years and enjoy spending weekends with family and friends. They are diehard Raiders fans and attend games in Las Vegas whenever they can. Says Ongela, “One of my favorite quotes is ‘True collaboration takes place when each TEAM member accepts that their true measure of individual success is how effectively they contribute to the success of the TEAM as a whole.’ I have this quote posted in my cubicle, and I continue to be inspired by it every day. I’m looking forward to collaborating with each of Triad’s partners to make a positive impact on the team.”

Triad Magnetics

For more than 80 years, Triad Magnetics has been a global leader in the design and manufacture of transformers, power supplies and inductors for a wide range of applications, including switch mode/high frequency, wall plug-in, power transformers, inductors and audio transformers. In addition to Triad’s extensive standard product line of magnetic components, its California Design Center provides custom solutions with rapid prototyping and testing, with manufacturing at its Philippines factory as well as small-batch “made in the USA” products.

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