

## **My GMBA Internship at Amaryllo International Justin Pryor, Sales Manager at Amaryllo**



During the Summer of 2013, just after the end of my second semester in the NCTU GMBA program, I received a request for an interview at Amaryllo International. I had the pleasure of starting the internship at the same time as my classmate, Jake Hanks. The internship was only supposed to be for a couple months, but it ended up being much more.

My initial impression of Amaryllo was that it was a small company and a new entrant to the IP camera industry – a field that I had no idea about before entering it! The day-to-day work of the job was interesting from the get-go. Our boss, instead of giving us an oversized textbook and giving us two days to read it, actually sat us down and told us a huge amount of details about the industry we were entering, the workplace, and the politics of the companies inside it. He also had us write a large research report in the first two weeks, detailing the specifications of all the competing products on the market. This put the learning into our own hands and I really think it made our introduction to the industry much easier. The rest of the internship original period consisted of more report writing and research on competitors.

Our last project given to us was to create a video for the iCam HD, the company's flagship product. I think our boss wasn't expecting much, but in the end he was extremely pleased. We spent the next few months in the few hours we could spare between classes going to different film locations and planning out what to shoot. The end product (<https://www.youtube.com/watch?v=UifAcPhVIY8>) turned out really good, especially with the small budget and time constraints that we had! This was a really exciting time to be working there and was certainly the best internship I had heard of.

There was also an added benefit after we finished shooting the video...our boss hired both me and Jake! From shortly after the video was completed we worked part time for the company. This culminated in a business trip to Las Vegas to attend the Consumer Electronics Show! We spent 7 days travelling, first to Hawaii and then to Las Vegas. CES was the most exciting week I have ever had working for a company to date. We were really 'thrown into the fire' there and was extremely beneficial to our development as salesmen. At the show we spent 10+ hours a day talking to potential customers, had radio and tv interviews, and got to see some amazing exhibits by other companies attending. In the end, I think I gave out around 500 business cards to people, and ended up being contacted by many of them in the next few months.

Since school has finished in 2014, we have now started full time at Amaryllo as sales managers. The great thing about this job is that it is still a start-up...although its growing very fast, we get to fill in for many positions. We get to assist in the product development, ideas for the Amaryllo app, and even the packaging of the products! Since starting at Amaryllo I have attended CES, Secutech, Computex, and IFSEC in London, England. All of these exhibitions are a great chance to build my contact portfolio as well

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as meet many new amazing people and see beautiful new countries. Amaryllo has been a great company to work for and I hope to continue my career here as long as possible.

If anyone is interested in an internship opportunity at Amaryllo in the future please feel free to email me at [justin.p@amaryllo.eu](mailto:justin.p@amaryllo.eu) for any inquiries. Thanks for reading!



Amaryllo's Products on Display in London, England



CES in Las Vegas, USA



Computex in Taipei, Taiwan



IFSEC in London, England