



Marketplace for electronic components, PCBs, PCBAs and engineering

*** [Carlos CV at LinkedIn](#)

Thank you for your email and for your interest in understanding my background and current objectives.

Let me share a detailed overview of who I am, my experience, and the direction I want to pursue.

My name is Carlos Durán, recently turned 62, married, and father of six children. I am fortunate to enjoy a solid financial position after selling my shares in my former company in 2021, which has given me long-term stability.

From 1987 to 2019, I was a shareholder and co-founder of a company dedicated to the distribution of electronic components. Over the years, we grew into a USD 20 million business with 35 employees, becoming the leading local distributor in Spain at that time. Although global players like Arrow and Avnet were larger, we dominated the national market thanks to our specialization, agility, and strong customer relationships.

I have a deep understanding of the electronics market in Spain, along with a strong network of contacts across Europe — particularly in Italy, France, Germany, Bulgaria, and the UK.

What I want now

I am not looking to build another medium-sized distribution company. The market has changed:

- Distribution is more competitive
- The global network is efficient
- Margins are tighter
- Traditional reps/agents lack the resources to scale

In my current activity, with only a few customers, I generate around EUR 3 million in sales through commissions — enough for a comfortable life. I focus mainly on custom power supplies and PCBA services from Poland and Spain.

However, I want to leverage my experience, network, and market knowledge to build something with long-term value — ideally a project that one of my six children may want to lead in the future.

This is where digitalization, online marketing, and marketplaces become the real opportunity.

The Vision

To create a DIGITAL SOLUTION that elevates medium and large manufacturers to a state-of-the-art presence in the electronics market.

A platform that combines:

- Digital promotion
- Lead generation
- Market intelligence
- Online visibility
- Technical content
- Automated customer acquisition

2

This is the gap in the market — and the opportunity.

ATRION / NOVAPART

I currently operate through ATRION Services, a company formed in the USA in 2024.

Novapart is a brand name under consideration; it is not yet registered.

Any agreements would initially be established with ATRION and later transferred to NOVAPART once the new company is formally constituted. We are currently discussing this structure with several partners.

Best regards

Carlos Durán

SB

