

# Biography of James Etter

Sales / Manufacturing in Electrical Industry  
Austin, TX, USA



[James Etter](#) is a dedicated sales and business development professional at Meta Power Solutions, a prominent North American manufacturer specializing in liquid-filled transformers. Meta Power Solutions is known for its expertise in designing, engineering, and manufacturing liquid-filled transformers that cater to diverse industries, including solar energy, data centers, oil and gas, bitcoin mining, and utility companies. The company has earned a stellar reputation as one of the most versatile and experienced manufacturers in the industry, excelling in the production of dry-type, oil-filled, and power and distribution transformers. He plays a crucial role in this organization, leveraging his exceptional communication and problem-solving skills to engage with both existing and potential clients, ensuring that their specific needs are met with precision and care.

James approaches his work at Meta Power Solutions with a client-centered philosophy, firmly believing that genuine care and understanding are the cornerstones of successful business relationships. His commitment to this philosophy is evident in every interaction he has—whether through phone calls, emails, or in-person meetings. Each of these touchpoints serves as an opportunity for him to build and strengthen relationships with his clients, providing them with tailored solutions that align with their goals. His dedication to helping clients achieve their objectives is a driving force behind his success at Meta Power Solutions.



## **Embracing the Diversity of Sales and Business Development**

One of the aspects Jim Etter enjoys most about his role in sales and business development is the dynamic nature of the job. No two days are the same, and this variety keeps him engaged and motivated. He thrives in the fast-paced environment of sales, where he is constantly presented with new challenges and opportunities to assist clients across the country. His work involves significant travel, as he supports Meta Power Solutions' efforts in client retention and business development. This aspect of his job not only allows him to meet and connect with clients face-to-face but also helps him gain a deeper understanding of their unique needs and preferences.

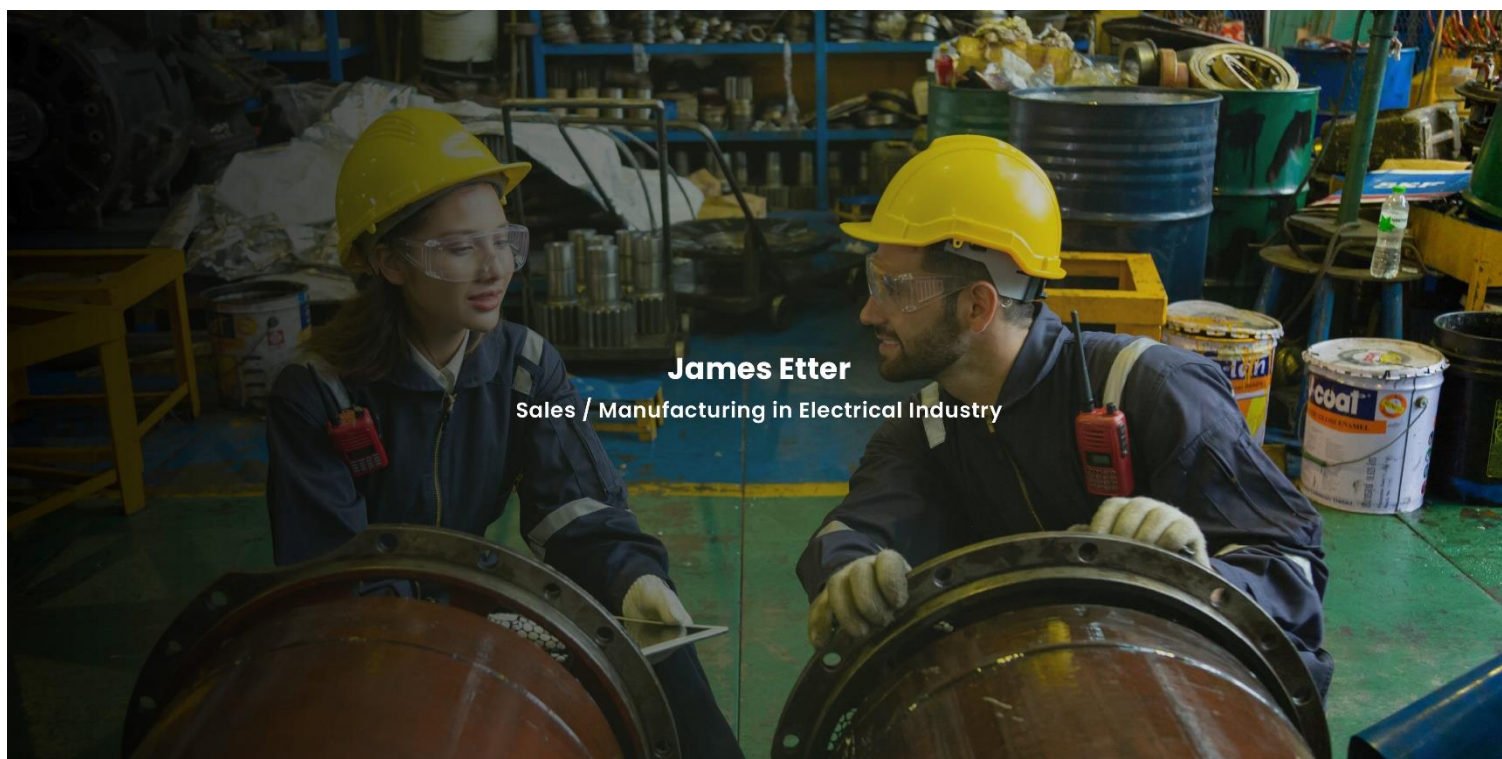


In addition to the variety and travel that his role offers, Jim is drawn to the competitive nature of the sales and manufacturing industries. He finds great satisfaction in the creative problem-solving and out-of-the-box thinking that his job demands. These skills have been instrumental in his personal growth and continued success at Meta Power Solutions, where he consistently contributes to the company's overall success.

## The Formative Years

James Etter was born in Cincinnati, Ohio, where he spent the early years of his life. Even as a young boy, he was immersed in the world of sports, serving as a bat boy for the Cincinnati Reds, a team that remains close to his heart. His childhood was marked by significant changes, including his parents' divorce, which led to him living in various states, such as California, Texas, and Wyoming. During his high school years, he worked on his father's ranch, where he developed a strong work ethic and a love for the outdoors. He was also an active member of his high school wrestling team, demonstrating his passion for sports and physical challenges.

After graduating from high school, James chose to serve his country by joining the United States Navy. He was assigned to Naval Intelligence as a cryptologist, where he played a vital role in collecting, processing, analyzing, and reporting real-time signal intelligence. His service took him to various locations, including Denver, Colorado, and the remote island of Diego Garcia in the Indian Ocean. He served with distinction during his four-year tenure in the Navy and was honorably discharged in 1997.



## Pursuing Higher Education

Following his [military service](#), Jim decided to pursue higher education, taking advantage of the Montgomery GI Bill, which provides educational benefits to veterans. He began his academic journey at Casper College in Wyoming, a well-regarded

community college known for its comprehensive programs. After completing his initial studies, he transferred to Texas A&M University-Commerce, one of the oldest and most prestigious universities in Texas. There, he continued to build on his academic foundation, focusing on business administration and finance.

Etter completed his education at Southwest Texas State University (now Texas State University) in San Marcos, Texas. This institution, founded in 1899, has a rich history and is renowned for its academic excellence. Notably, Lyndon B. Johnson, the 36th President of the United States, was an alumnus of this university, which has since become a source of pride for the San Marcos community. His educational experiences have equipped him with the knowledge and skills necessary for his successful career in sales and business development.





## Family: The Core of James' Life

For Jim Etter, family is the cornerstone of his life. He and his wife, Chantel, are proud parents of two young children: Raya, who is just ten months old, and Greayson, who is four years old. He also has two children from a previous relationship. His son, Cayman, is a student at Four Points Middle School in Austin, Texas, where he excels in both basketball and baseball. His oldest daughter, Taylor, was a standout varsity softball player and is now set to attend Texas A&M University, following in her father's academic footsteps.

James is deeply involved in his children's lives, particularly in fostering their love of sports. He is an avid sports enthusiast himself and often attends [sporting events](#) with both his clients and family. Basketball holds a special place in his heart, as he values the teamwork and camaraderie that the sport fosters. Additionally, he enjoys golfing, a passion he inherited from his stepfather during his youth. For him, golf is not just a physical challenge but also a mental one, requiring focus and precision.

Jim's sports fandom extends beyond his interests. He is a loyal supporter of the Cincinnati Reds, Denver Broncos, and Denver Nuggets. Moreover, he is a genuine follower of all University of Texas collegiate sports, reflecting his deep connection to the state and its athletic culture.



## Commitment to Giving Back

James Etter is dedicated to his professional and family life and to giving back to the community. He actively supports charitable organizations such as the Salvation Army and the i-5 Freedom Network. The latter is particularly close to his heart, as it is

committed to combating human trafficking through training, education, and advocacy. His contributions help empower survivors and equip communities with the tools needed to disrupt this heinous crime.

Etter's commitment to service is deeply rooted in his past. During his time in the Navy, he volunteered with the Boys and Girls Clubs of America, a nationwide organization that provides [after-school programs](#) for young people. His involvement with this organization reflects his long-standing dedication to helping others and making a positive impact on the lives of those in need.



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WORK EXPERIENCE

**NatAlliance Asset Management**

Associate Associate

February 2020 - May 2023 | Texas, United States

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**Natalliance Securities**

EVP

Institutional Trading & Sales Agency/Rmbs/Derv's

November 2021 - May 2023 | Texas, United States

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**Morgan Stanley Smith Barney**

GWMG

2009 - 2012 | United States

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**United Acquistions Group**

VP Secondary & Capital Markets

2007 -

2009 United States

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**First Magnus Financial**

Regional Manager

2001 - 2007 | United States

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EDUCATION

**Texas State University**

Bachelor of Business Administration (B.B.A), Finance

Texas, United States