

# Dan Fernandez

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## SKILLS

- Highly organized account manager with 8 years inside sales experience.
- Analytical problem solver.
- Instrumental in bringing on new clients and growing Brand awareness.
- High level management / leadership experience in the development, growth, and success of teams from 3 - 25 people.
- Instrumental in streamlining operations with construction tooling, inventory management, and material distribution.
- Starting on the operations side of distribution, then moving to sales, and managing all supply chain purchasing for concrete supply; I have an advanced understanding of how all sides of the business work, bringing new ideas to the table.
- Exceptional relationships with all vendors needed for all things concrete. From rolls of twine to rail cars of form board, whether it's made here or overseas, I have built extremely strong ties with all of these vendors which allows me to "buy margin" with the way I purchase.
- MS Office proficient
- Proven sales track record
- Detail oriented

Authorized to work in the US for any employer

## Work Experience

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### **Account Manager (Inside & Out) / Purchasing Manager (Concrete Supply) / Operations Manager**

Desert Lumber - Las Vegas, NV

May 2018 to Present

- All titles above have been done simultaneously throughout my time with Desert Companies, or USLBM Holdings, with exception of Ops Manager. (One year + starting May 2020)
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- Inside Sales - Worked closely with the Sales manager and outside sales staff in order to build a solid plan, as well as keep everyone headed in the right direction to ensure that all goals were met or surpassed.
- Developed solid, and lasting relationships with existing customers in order to not only increase their current monthly sales, but also add new categories to the list of materials they bought from us.
- Developed unbreakable relationships with new customers that the outside team would bring in. Often times when a new customer is brought in, they tend to look at you as a back up to their existing supplier that they are comfortable with. I was able to overcome that on multiple occasions to become the new money accounts #1 supplier.
- Developed trusting relationships by ALWAYS following through with what I said I would do, as well as never lying to a customer or a member of my team.

- When asked something I don't know, I always say, "You know, I'm very sorry but I don't know the answer to that" (or what a certain type of material is,) " but I will be sure to get an answer from somebody here, or I will call the supplier directly to get that information. I will call you shortly with all of the details.
- Example : Focus Concrete was doing exactly ZERO dollars a year with our company. The outside salesperson ( Carlos ) finally cracked the code and got them to come on board. From there, I went to work getting to know their purchasing manager, office manager, and yard manager. How they liked things written up on orders (PO's, Job #'s, Job names; how and where on their copy of the invoice,) which would make things much easier for their payables team. That as well as small touches on how their yard manager likes to receive the material. Lot specific pallets, multiple lots per pallet, as long as they were for the same job / development. It's really the little details, and more importantly, noticing these things before you are told. People feel important when they see you are simply paying attention. This brings loyalty, as well as not always having to be the \$ low man.
- Took this account from zero, to a forecasted \$1.1 million a year, inside of a four month period, just working in tandem with Carlos.
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- Purchasing Manager\* - Originally tasked with the procurement of all of the "small / low dollar" items for the concrete division, and trained with a "fill the shelves" method, or generic par system.
- Quickly identified ways to cut down on slow moving C, D items, while increasing stock on A, B items.
- Took my relationship building skills used in sales and used them to our advantage, which rapidly saw better costs in order to increase margin without having to raise prices to the customer.
- Successfully navigated an unprecedented time in our business when Covid hit.
- Manipulated all data at my disposal during this time in order to attempt to read what the market, as well as our customers would do in the near future. This enabled me to buy heavy, or lean, in anticipation of market changes and customer patterns.
- Successfully negotiated a larger allocation when form board became scarce.
- Generally you will see the purchaser take a hard cost to the sales team and that is that. Having such strong relationships with these vendors, we were able to flip that upside down. Carlos would come to me and tell me where we'd need to be to get repetitious PO's from a specific customer. More often than not, I could work it out with the vendor so that we would still be profitable at the number the customer needed to be to also make money. This is not a full time practice, but it's extremely beneficial to have when working with your larger contractors, especially on job specific costs.
- Regularly wrote PO's in excess of \$120k, while not needing permission or an OK from above. This was due to all of the figures being used, as well as early insights I'd get from vendors on price increases well before they happened. My work ethic, as well as total transparency with management earned me that trust. That and the fact that during this time, Carlos and I worked together to take our E&O inventory from well above \$300k, to under \$5,000. It hasn't spiked since.
- Advanced understanding of supply chain and how it works.
- Proven track record with very clean inventory management through purchasing habits.
- Back Orders and / or running out of stock on A & B items was all but gone.
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- Operations Manager - First, and major project was to completely change the culture of our dispatch office, as well as the will call position which sits in the same trailer. (It was truly horrible, and actually made me unhappy just sitting in there. The main word used was always an astounding NO, even before any thought was put towards a solution to a given issue. This poor attitude was not just felt at the South yard, but the staff up north did not want to call down there because it was always a fight.)
- Quickly identified the main issue. Personnel. Specifically, the lead dispatcher.
- Brought in new guys picked from current employees already working building lumber loads. This provided me with two guys that already understood how loads are built the way they are, and why. I did

this one at a time so it didn't feel like a threatening invasion. Plus, the two I chose we're pretty green, so they had not been jaded into a negative mindset yet.

- Trained both of these guys on our POS system. Specifically the dispatch functions, inventory control, and some sales operations in the event somebody inside makes a mistake and any minor changes needed to be made.
- The mood and energy out there changed almost overnight. People walked into that office and no longer felt like they were IN TROUBLE if a small mistake was made. There was laughter, jokes, and more importantly, non threatening "teachable moments" instead of getting yelled at. All of that while production steadily increased.
- Within weeks, that positive, constructive, and driven attitude spread throughout the entire yard, and even into the sales office.
- What I was told by my predecessor "was impossible and couldn't be done," was completed and running itself inside of 6 months. Honestly that was one of my most rewarding accomplishments.
- Worked with the GM to put additional cantilever racking in the S.O. area in order to create additional, functional space.
- Streamlined production on our saw with our sawyer.
- Identified material that needed to be cut, or just turned into stickers because of quality.
- Caught inventory errors, investigated the cause, and made the proper adjustments in the system to stay as accurate as possible.

## **Customer Service Solutions/Outside Sales**

California Service Tool - Hayward, CA

August 2016 to November 2017

Competent Person Training completed in fall protection and ladder safety training. Helped to teach classes for end users on these life saving devices.

Competent person training completed in silica dust removal.

Extensive knowledge on all tooling to remain Table One Compliant for all applications. Assisted with teaching classes for these new standards. (New regulations starting September 23, 2017)

Well versed in proper PPE for all construction sites.

Implemented and oversaw vending services for sheet metal shop at ACCO Engineering. This account went from 1.8 million to 3 million during my tenure.

Redeveloped and grew relationships that had been previously neglected.

Brought in new money from companies that had not bought from us before.

Grown territory by 2 million dollars in less than a years time.

## **Inbound Receiving Supervisor**

California Service Tool - Hayward, CA

August 2015 to August 2016

Given the task to fix all receiving errors, including product quantity and payable issues. This was accomplished within 4

months.

Instrumental in bringing a department in disarray into alignment.

Redirected purchasing to make incoming material more manageable for the warehouse to receive. (i.e. Scheduling shipments to come in at a more even pace).

Cut loss of products by 75% by implementing new processes and procedures following the models used in 2013 at the original warehouse.

### **Counter Manager**

California Service Tool - San Jose, CA

August 2014 to August 2015

Oversaw the development and opening of our new warehouse in San Jose.

Located all products where A items were easily accessible for Will Call customers.

Developed a customer base for our will call business.

Built a first class showroom of our main items.

Made certain that all delivery operations had minimal errors to ensure our customers had no down time or loss of production.

Maintained all OSHA regulations within the building, as well as all vehicles working inside and outside of the building.

Hired, trained, and disciplined warehouse employees as needed.

### **Warehouse and Counter Manager**

California Service Tool - Hayward, CA

August 2013 to August 2014

Hayward, CA - Counter/Operations

August 2013 - August 2014

Learned every aspect of shipping and receiving on a large distribution level.

Cleaned up a warehouse in disarray and turned it into something the President of the company could use to showcase our products to new customers.

Lowered loss of product by 80% by implementing new standards and procedures.

Identified dead stock and made decisions on whether to keep it or trash it, depending on its age and marketability.

## Education

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### **A.A in Psychology**

Cuesta College - San Luis Obispo, CA

2000

### **General Education**

San Ramon Valley High School - Danville, CA

1995

## Skills

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- Outside Sales
- Inside Sales
- Business Development
- Cold Calling
- Leadership
- Warehouse distribution
- Transportation management systems
- Transportation Management
- Logistics
- Management
- Warehouse Management
- Supply Chain
- Sales Management
- Account Management
- Inventory Control
- Marketing (10+ years)
- Restaurant experience
- Conflict management