

# Robert G. J. Fay

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## **A professional thought-leader with a proven ability to exceed organizational goals:**

- A decade-long track record of success
- Proven leadership abilities
- Effective in forming long-lasting business relationships

## EMPLOYMENT

12/2021 – Present	<b>Medical/Pharmaceutical Sales Representative</b>	Salus Medical, Phoenix, Az.
Contact new leads in the healthcare industry (Surgeons, plastic surgeons, oral surgeons, pharmacies, etc.) and bring them on board as new wholesale clients. Leverage a wide knowledge of pharmaceuticals and medical/surgical supplies in order to meet and exceed the customer's requirements. Maintain ongoing professional relationships to cultivate repeat and loyal business. Practice sound negotiation principles and behaviors in order to secure new business while maintaining highly profitable margins.		
<b>Key Highlights</b>		
<ul style="list-style-type: none"><li>• Exceeded the expected 5% monthly sales growth every single month thus far</li><li>• Introduced brand-new Duvia to surgeons as one of Acelrx's small handful of distributors</li><li>• Became familiar with extensive DEA-suggested protocols regarding the sale and distribution of controlled substances</li></ul>		
6/2016 – 11/2021	<b>Inside Sales Technology Specialist Team Leader</b>	United Parcel Service, Phoenix, Az.
Assist sales reps throughout the entire sales process, specifically in the areas of technology and solutions, leveraging an intimate knowledge of the vast array of UPS' capabilities. Present custom solutions packages to customers, building value through customer-centric conversation. Assist customers in the implementation of these packages. Maintain business relationships with these customers to ensure their ongoing success. Build and execute team training sessions, presenting technology-focused material to my team of 22 reps. Train each of these reps one-on-one to help maximize their success.		
<b>Key Highlights</b>		
<ul style="list-style-type: none"><li>• Maintained 147% of my QPR (quarterly performance rating) goals throughout 2018</li><li>• Helped sales team win 2017 <i>Director's Cup</i> (top sales team on site)</li><li>• Developed extensive knowledge of UPS' 250+ different solutions</li></ul>		
3/2013 – 6/2016	<b>Inside Sales Representative</b>	United Parcel Service, Phoenix, Az.
Manage a territory of over 5000 SMB accounts. Work to drive 8%-10% revenue growth across this territory. Prospect companies of all sizes; from small businesses to Fortune-500 corporations. Gain access to relevant decision makers. Develop business relationships with key employees across multiple levels within each organization. Consult with above-the-gap personnel, gaining a thorough understanding of company goals and initiatives. Piece together and present a customized package of UPS products and solutions which will help accelerate the company's achievement of these goals. Leverage the <i>Situational Sales Negotiation</i> system to maximize profitability and long-term benefit for both UPS and the customer. Oversee/assist customer in the implementation of new logistics processes. Cultivate business with existing UPS customers.		
<b>Key Highlights</b>		
<ul style="list-style-type: none"><li>• Named 2015 Sales Representative of the Year (site).</li><li>• Earned <i>UPS World of Champions</i> status for 2015</li></ul>		
3/2009 – 9/2010	<b>Sales Rep, Sales Manager, General Manager</b>	LA Fitness, Collegeville, Pa.
Managed the Collegeville, Pa. membership presale for six months during the club's construction. Responsible for leading the team whose purpose was to create explosive community awareness of the upcoming club. Initiated a team effort of aggressive prospecting and marketing in a community which previously knew little to nothing about LA Fitness.		
<b>Key Highlights</b>		
<ul style="list-style-type: none"><li>• Promoted to sales manager two months after initial hire date</li><li>• Implemented new marketing strategies and promotional tools, still in use by clubs today</li><li>• Recruited, trained and developed new reps, some who are general managers to this day</li><li>• Organized and executed enrollment event which broke previous regional single-day sales record</li><li>• Led team to hit over 200% of six-month goal for club EFT base</li><li>• Led sales team to hit 151% of goal for the first open-club month</li></ul>		
9/1997 – Present	<b>Professional Hockey Referee</b>	AHL, ECHL, WCHL, WHL
Began career as a pro hockey official at the age of 17. Dedicated myself to advancing through the ranks, with my sights set on working for the NHL. Now doing it for the fun and love of the game of hockey.		

## QUALIFICATIONS

- SME for multiple UPS internal systems
- Advanced software user: Excel, Word, Outlook, PowerPoint, Salesforce CRM, ODBC databases
- Extensive experience at the highest levels of the professional sports industry

## EDUCATION

University of Washington

1997 - 2000

- Studied Engineering
- Studied Criminal Justice
- Studied Music

**References available upon request.**