

Robert E. Robertson III

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— SALES EXECUTIVE —

Highly motivated and accomplished professional with years of extensive experience in diverse areas of sales including cultivating customer relationships, market saturation, establishing clientele, and customer service. Acknowledged for well defined understanding of the business interface and the capacity to identify and align client's emerging needs with products and services. A successful and diverse background spanning technical, operational management, service delivery, project management, and business-development disciplines underscores expertise in engaging decision makers and devising winning strategies and solutions.

CORE COMPETENCIES

- Sales Growth and Development
- Sales/Contract Negotiations
- Marketing Analysis and Campaigns
- Strategic Alliances
- Business Development
- Relationship Management
- Profit Maximization
- Organizational Development
- Operational and Service Delivery

AREAS OF EXPERTISE

- **EXCELLENT STRATEGIST** - Provide solutions that boost productivity and efficiency across the organization. Quickly identify problem areas and implement effective solutions to meet goals.
- **EXCEPTIONAL ORGANIZATIONAL SKILLS** - Consistently recognized by colleagues for exceptional talents in needs analysis and problem resolution in fast-paced environments.
- **STRONG SENSE OF RESPONSIBILITY** - Solid professional standards; excellent track record of dependability. Maintain focus on achieving results while implementing business solutions to meet a diversity of needs.
- **ADMINISTRATION AND MANAGEMENT** - Knowledgeable of business and management principles involved in strategic planning, resource allocation, leadership technique, and coordination of people and resources.
- **SALES AND MARKETING** - Knowledge of principles and methods for showing, promoting, and selling products or services including marketing strategy and tactics, product demonstration, promotions, merchandising, sales techniques, and sales control systems that increases revenue.
- **CUSTOMER SERVICE** - Consistently demonstrate responsiveness, strong customer focus, and ability to build good customer relationships.

PROFESSIONAL EXPERIENCE

Sales Support Specialist:

Vinci Brands • Tustin, CA

2021-2022

- Achieved sales objectives through strategic action planning, timely implementation, problem solving and resolution while meeting customer requirements
- Reported to the assigned sales lead on projects and deliverables to drive customer revenue
- Tracked and updated product lifecycles and transitions by customer
- Managed the collection of assets for sales decks and presentations tailored to the requirements of the customer, assigned by the sales lead
- Responsible for uploading and maintaining product specific content on customer's websites
- Provided a single point of contact for sales and project launches internally and externally
- Monitored deliverables of key milestones by holding team accountable for all deadlines
- Submitted sample requests for customer accounts

Wholesale Director:

Penske Automotive Group • Subaru Orange Coast • South Coast VW • Audi • Lincoln • Santa Ana, CA

2012-2020

- Responsible for placing and representing wholesale vehicles at auction
- Responsible for wholesale inventory sales and paperwork
- Responsible for purchasing used vehicles
- Responsible for Intercompany transactions
- Responsible for disposing aged used inventory over 60 days
- New and used vehicle sales consultant
- Used vehicle appraiser

Key Accomplishments:

- Closed over \$1 Million in wholesale purchase transactions in 2018
- Made over \$40,000 gross profit in auction sales for Audi in one month.

President and CEO:

RER Networking, Inc. • Scottsdale, Arizona

1996-2012

- Administer full responsibility for bottom line factors, including long- range strategic planning, website development processes and global auto brokering.
- Prepare weekly and monthly reports for monitoring financial data and automotive transport.
- Proficiently analyze and develop strategies to reduce process failures.

Key Accomplishments:

- Created a more responsive and market- driven organization resulting in increased sales from \$30K to over \$2 million annually.
- Opened new marketing channels and established strategic alliances in Europe.

Sales and Marketing Executive:

Korkar Performance Engineering • Scottsdale, Arizona

2010-2011

- Accountable for answering all incoming sales calls and email inquiries.
- Market products on Facebook, Twitter, forums, and company website.
- Organize product group purchases and banner advertising on message boards.

Sales Associate:

Hennessey Performance Engineering • Sealy, Texas

2009-2010

- Responsible for selling new vehicles with high performance upgrades.
- Responsible for selling performance parts, performance upgrade packages, and installations.
- Enrolled and registered students for Tuner School.

Sales Associate:

RM Racing – True Flow • Scottsdale, Arizona

2001-2002

- Responsible for building and maintaining all national marketing and long term sales strategies.
- Maintained all corporate accounts and consistently exceeded sales goals.
- Developed and maintained RM Racing's website and ecommerce.
- Accounted for issuing all press releases and creating national advertisements.
- Maintained daily inbound and outbound call volume of 60-70 calls per day.

General Manager:

Oilex International Investments, Inc. • Houston, Texas

1993-1996

- Managed all aspects of recruiting and sales operations for business unit including contract recruiting.
- Assisted with the development of policies and procedures for long-term sales strategies.
- Developed short term and long-term marketing strategies such as press releases, national advertising and website development.
- Participated in strategic planning and operational sessions.
- Aggressively managed a unit while maintaining key account management and developing and implementing marketing strategies.