

Robert J. Woodruff

3102 Walden Ravines, Columbus, OH 43221 cell 614-286-1601 woodruffrobertj@gmail.com

QUALIFICATION SUMMARY

Highly qualified logistics professional with extensive experience in customer and carrier management within a leading Multimodal Third Party Logistics company. Expansive knowledge of supply chain marketplace and trends in a fast paced profit driven environment that requires teamwork, adaptability, as well as ability to make instant and intelligent decisions. Account Manager well-versed in outside sales as well as program development, negotiations, and management in multiple aspects of supply chain.

WORK EXPERIENCE

Blue Bloodhound, LLC- Div. of Greene Group- Hickory, NC **October 2016-October 2017**
Road Dog Drivers- Div. of Greene Group- Hickory, NC **October 2017- November 2017**

Regional Sales Manager/Account Manager

- Responsible for business development for startup technology platform that efficiently matches available Commercially Licensed Drivers with Motor Carriers and Private Fleets of all sizes.
- Focus of sales efforts is centered on Motor Carriers and Private Fleets of all sizes in the territory of Ohio, Indiana, Kentucky, West Virginia, Michigan and Pennsylvania
- Set up new accounts and assist Motor Carriers in posting new Run Ads on Blue Bloodhound's on-line marketplace, allowing successful matching of their assets with qualified and available drivers.
- Set up all sales meetings via daily cold calling of DOT database, networking, attendance of monthly Ohio Trucking Association Safety Council Meetings, and understanding the Motor Carrier market in my region.
- Consistently focus on scheduling face to face meetings, as well as regular cold call visits with Motor Carriers, in order to grow the Blue Bloodhound brand.
- Conduct daily Blue Bloodhound website demonstrations during face to face meetings or by remote webinar screen sharing, which allow Motor Carriers to better understand the Blue Bloodhound driver recruiting process.

ASA Logistics, LLC- Columbus, OH **March 2016-October 2017**

Business Development- Outside Sales

- Develop new customer accounts in the Last Mile segment of the supply chain, offering White Glove residential delivery, B2B LTL, freight consolidation, warehousing and cross docking.
- Routinely schedule face to face introductory meetings, as well as perform cold calls and follow up visits to discuss all service lines.
- Generate prospective leads via LinkedIn, networking groups, and logistics web searches, with the focus of partnering with LTL carriers, OTR common carriers, 3PL's, and retail customers.
- Consistent follow up with current customer base to review service levels, discuss growth potential, and pursue additional service lines.

Star Leasing Company- Columbus, OH **August 2013- October 2015**

Account Manager- Outside Sales

- Account Manager responsible for new account development as well as growth among Star Leasing existing account base, emphasizing long term Lease Contracts, along with short term supplemental Rental Agreements.
- Daily prospecting for new accounts within Central and Southeastern, OH and West Virginia, focusing on private fleets, asset based trucking companies and logistics organizations.
- Proficient in the use of Salesforce CRM for customer event documentation, task reporting, lead generation and opportunity tracking.

- Exceeded quota for new accounts by new customer acquisition and product penetration. This provided cost effective semi-trailer Lease or Rental options, semi-trailer purchase options and high quality maintenance programs.
- Organically grew existing accounts through new long term lease contracts, renewal of expiring contracts, as well as offering additional trailer maintenance services.
- Negotiated long-term Lease rates for tailored Lease deals as well as acquiring new short-term Rental accounts.
- Executed and negotiated contracts for Operating Leases, Lease-Purchases, Trailer Sales orders, and Trailer Maintenance packages.
- Scheduled regular customer follow up visits to conduct Customer Reviews which covered: complete Account Profile Review, customer service issues, invoicing, contract clarification or review, additional product or service growth potential.
- Reviews provided framework for operationalizing non-standard processes as well as leveraging efficiencies across product and service lines through complete understanding of customer's business requirements and objectives, thus allowing Star to leverage all product lines.

C.H. Robinson Worldwide, Inc- Columbus, OH

September 1997- February 2013

Carrier Management Zone Representative- 2012-2013

- Responsible for branch's truckload carrier base development, and solicitation of new truckload carriers.
- Exceeded monthly quota of 200+ truckload transactions per month through strong carrier relationships.
- Communicated effectively in fast paced transactional environment across 6 zones, as well as with sales operations to ensure profitable customer rate vs. cost of hire ratio.

Sales and Operations Representative- 2004-2012

- Served as primary contact and managed top 5 branch account, moving 1,200 truckloads per year generating an average of \$200,000 in annual net revenue.
- Responsible for new business development as well as the management of business operations.
- Completed Miller Heiman sales training program with emphasis on large accounts.

Operational Zone Leader- 1997-2004

- Managed and delegated duties among 4 Columbus branch operational team members responsible for moving 80-150 truckloads each per month. Zone included all branch freight moving into and throughout Northeast Region of United States (MD,DE,PA,NJ,NY,CT,RI,MA,NH,VT,ME, all Canadian Provinces).
- Controlled and analyzed daily Northeast Region customer commitment levels for all branch truckload business through quick identification of carrier capacity, marketplace trends, and efficient use of C.H. Robinson's exclusive Navisphere System resources. Advised sales reps on customer rates in order to maximize volume and revenue, as well as match optimum carrier capacity.
- Managed daily, weekly, and seasonal contracted carriers, through careful rate negotiating and properly selling positive aspects of branch's freight mix.
- Brought aboard 50+ new asset based truckload carriers comprised of owner-operators and regional companies, to become C.H. Robinson contracted carriers which grew branch and company carrier base.
- Responsible for establishing and executing training for Northeast Zone teammates to enable them to handle a variety of activities, including: an accelerated work environment, utilization of the Navisphere System, management of seasonal demands, growth of carrier truckload network, and the management of carrier relationships and costs.

Champs Sports, Division of Kinney Shoe Corp.Inc.

1990-1997

Retail Store Manager - Providence, RI - Cincinnati, OH - Columbus, OH

Promoted from \$1.1M retail store operation, into a \$2.1M store operation in November 1996, managing up to 25-40 employees during peak seasons. Received two consecutive *Outstanding Inventory Control* awards for 1994 and 1995. Handled all aspects of recruiting, hiring and training.

EDUCATION

TheOhioState University- Columbus, OH

Bachelor of Business Administration

Major: Transportation & Logistics

