

Robert M. Rothman Lifetime Resume

Calabasas, CA ■ (818) 564-5868 ■ RobRothman@RobertMRothman.com ■ <https://robertmrothman.com/>

Professional Summary

In 1977, Rob Rothman joined the family's electronics distribution business, National Electro-Sales Corp. or NESCO. Over the next 26 years, he was instrumental in opening new industrial sales markets, expanding product lines, and developing a series of proprietary power adapters used with portable electronic devices. Rob advanced through the ranks, achieving the number two position to the senior Rothman. In this capacity, he oversaw product design and manufacturing, implementing custom material requirement planning or MRP software systems. The MRP system first required transitioning from a pre-1980 paper data system to a fully computerized company. At that time, it was not a simple or menial task.

In 1992, National Electro Sales Corp. formed its battery division, Cresta Consumer Batteries, and wound down the component distribution business. Due to its unique "Battery Central" marketing concept, Cresta rapidly succeeded in securing accounts such as Fry's Electronics and Microcenter, becoming the largest battery vendor for the former.

Since 2008, Rob has managed activities for his boutique Executive Recruiting companies. Rob's businesses also provide clients with "a la carte" Human Resources Services, which include off-site employee management, payroll processing, and policy and procedural recommendations.

Rob has successfully leveraged the skills he has developed over many years in the consumer electronics industry to transition into the Executive Search industry. His experience in executive management, human resources, manufacturing, and sales has proven invaluable in his new role. Rob is a results-oriented, executive-level leader with over 47 years of experience in strategic and operations management, logistics, national account management, and administration. He has spent over 16 years providing business management and staffing services, demonstrating his ability to adapt and excel in new environments.

As a dedicated and energetic hands-on leader, Rob exhibits high integrity, professionalism, and entrepreneurial spirit, demonstrating his business development skills. He has created several start-ups and successfully sold three companies at a profit. Core competencies include business planning, operations management, productivity, product enhancement, cost and expense reduction, improvement in return on investment, market expansion, and team-building skills.

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Work Experience

Moveit, Inc dba Cross-Country Recruiting (XCTR) n Calabasas, California

President and CEO ■ June 2020 to Current

- Following his cooperation with the transition his company Cresta Management Services, LLC, Rob, and within the parameters of the sales agreement, Rob formed the new entity, Moveit, Inc., to reestablish recruiting services to a new client base. This included the establishment of Cross-Country Recruiting or XCTR. XCTR is a cooperative of Professional Recruiters functioning as independent contractors, combining their efforts to exclusively place executive-level candidates across the country.
- Generated \$4M in annual revenue by directing financial management and billing operations to optimize cash flow and enhance organizational financial stability.
- Drove strategic organizational growth by recruiting and developing a team of 4 independent professional recruiters to increase capacity and expertise.
- Increased market share by 50% by leveraging business development expertise to achieve effective national coverage in large markets and enhance company presence and client reach.
- Enhanced productivity by establishing clear performance metrics to foster a culture of continuous improvement.
- Championed a customer-centric culture by developing and implementing tailored recruiting programs to address unique client needs.
- Following his cooperation with the transition his company Cresta Management Services, LLC, Rob, within the parameters of the sales agreement, formed the new entity, Moveit, Inc., to reestablish recruiting services to a new client base.

Cresta Management Services, LLC ■ Calabasas, California

Interim Chief Operating Officer ■ May 2018 to December 2019

On May 1, 2018, all assets and goodwill of Cresta Management Services, LLC were sold to a new entity, which maintained the name. Mr. Rothman was retained to affect a smooth transition and to integrate and upgrade the new operation, this obligation ended December 31, 2019.

- Exceeded contractual invoicing conditions of \$2,000,000 more than 1-1/2 years ahead of time.
- Successfully transitioned a team of four professional recruiters invoicing over \$1,500,000 the first 12 months of operation.
- Successfully transitioned 35 existing client accounts.
- Managed remote recruiters in Northern California and New York from corporate offices in Calabasas, California.
- Established an office on the east coast with the employment of two New York based professional recruiters, increasing invoicing by \$1,000,000.
- Expanded client base adding more than 50 new clients during the interim period.

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Cresta Management Services, LLC (Cresta) ■ Woodland Hills, California

Managing Partner (Principal Owner) ■ June 2003 to April 2018

Initially formed to manage Rob's personal Real Estate ventures. As Cresta evolved, it focused attention on Executive Recruiting services which became its primary business by 2008. Capitalizing on the accounting and financial markets with a robust team of professional recruiters, Cresta expanded its client base by establishing solid relationships with its clients.

- Founded and operationalized an executive recruiting firm by leveraging entrepreneurial and business management skills to drive operations.
- Surpassed \$2M in annual revenue by formulating and implementing strategies to increase clients and invoicing.
- On May 1, 2018, all assets and goodwill of this entity, were sold and transferred to a new entity, which acquired the name Cresta Management Services, LLC. Mr. Rothman was temporarily retained to affect a smooth transition.

Home Buyer Agents, Inc. (HBA) ■ San Diego, Rancho Bernardo & La Quinta, California

General Manager ■ March 2003 to March 2008

HBA specialized in the exclusive representation of homebuyers in residential real estate transactions, subscribing to a philosophy that prohibits the conflict of interest in the representation of both the buyer and the seller.

- Managed San Diego and Desert Area offices with up to 10 independent contractors and 2 fulltime staff.
- Developed and implemented recruiting program.
- Interviewed and hire new agents.
- Reviewed and managed expenses maintained operating budget.
- Assisted buyers with the purchase of existing and new construction home purchases.
- Develop and manage relationships with real estate agents and mortgage lenders.
- Provided input to agents regarding marketing strategies and transaction situations.
- Negotiated and wrote real estate contracts.
- Completed numerous residential remodel construction projects as part of a personal investment strategy.
- Oversee all aspects of rental property management for out-of-area investor owners including physical inspection, repairs and upgrades, tenant application approval, lease agreements and maintenance.

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SunPower Systems, Inc. ■ Canoga Park, California

Vice President of Operations, USA / Asia ■ May 2021 to May 2003

A manufacturer of micro-solar powered battery chargers for consumer electronics products, including solar rechargeable cellular telephone batteries and other communications devices. Challenged to manage and negotiate strategic alliance relationships with major technology companies and suppliers in South Korea, Taiwan, and China.

- Built and managed strategic relationships by negotiating lucrative terms with numerous technology suppliers and companies in South Korea, Taiwan, and China to maximize profitability.
- Streamlined workflows by implementing a standardized office automation system to support corporate-wide accounting, personnel, manufacturing, and sales operations.
- Optimized organizational competitive advantage by devising competitive pricing programs, product positioning, market penetration strategies, and contract negotiation policies to drive sustainable growth.
- Created the successful SolarBoy® product through collaboration with design teams, winning the CES Best of Innovations Award in the Gaming category.
- Member of the design team that created the SolarBoy®, winner of the CES Best of Innovations of 2003 in the Gaming category.
- Organized and coordinated CES trade show participation by overseeing custom booth development, staff management, and lead generation to ensure positive brand representation.

Nesco Battery Systems ■ Van Nuys, California

Vice President & COO (Co-owner) ■ March 1994 to May 2001

Manufacturer of the SmartAdapter+®, the first proprietary programmable power adapter for use with notebook computers, cordless telephones, and cellular telephones. Manufacturer and importer of replacement batteries for consumer electronics products such as notebook computers, cordless telephones, and other consumer electronics devices.

- Developed effective strategies to expand the company's product lines creating three new proprietary products
- Increased market presence through online advertising and direct mail, increase revenues and profitability by 25%.
- Established prime location placements at all retail channels including "Big Box" retail stores, local chains, VAR's and distribution.
- Successfully negotiated private label programs of the SmartAdapter+® with Radio Shack and Toshiba America netting over \$15M.
- Developed product specifications and analyze production, establish quality protocols, training and MIL-Spec safety programs, and develop procedures and reports to capture statistical data.
- Organized and coordinated CES trade show participation by overseeing custom booth development, staff management, and lead generation to ensure positive brand representation.
- Negotiated the successful sale of the core Nesco product lines to Fellowes Office Products.

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Xtend Micro Products ■ Irvine, CA

Director of Power Products, ■ February to 1993 to February 1994

Importer of computer memory modules and chips, Xtend sought to expand its position in the consumer electronics market by diversifying its product offering and purchased Cresta Consumer Batteries, capitalizing on its existing retail product placements.

- One-year transition employment agreement.
- Directed planning and implementation of organization's objectives and product development netting \$20M+ in total sales in year one.
- Managed national sales force comprised of independent sales representative firms.
- Expand company's position in the consumer electronics market by diversifying its product offering and capitalizing on Cresta's retail placements.

Cresta Consumer Batteries ■ Van Nuys, CA

President and CEO (Owner) ■ February 1992 to January 1993

Importer and distributor of replacement batteries for consumer electronics products such as notebook computers, personal computers, and cordless telephones; sold through all retail channels including "Big Box" retail stores, local chains, regional VAR's and distribution.

- Among the first companies dedicated to supporting resellers in the developing niche market of providing replacement batteries for Notebook Computers, Computer Memory and Mobile Phones.
- Directed all aspects of the operation including product selection and design, advertising, marketing, sales and distribution.
- Secured \$5M in independent financing for operation through private investors.
- Direct, plan, and implement policies and objectives of organization.
- Establishes internal controls, responsibilities, and coordinates functions among departments.
- Screened, selected, hired, and discharged employees.
- Cresta was a spin-off from NESCO and was sold to Xtend Micro Products in 1993 (See above).

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National Electro Sales Corp. (NESCO) ■ Van Nuys, California

Vice President & COO (Co-owner) ■ January 1977 to January 1992

NESCO was a constantly evolving electronics components distribution company that began in post WWII Hollywood, California as Hollywood Radio and Electronics servicing the established radio emerging television industry. By 1977, NESCO became multifaceted operation, employing 150 people, with divisions focused on the distribution of electro-mechanical and passive electronic components, value-added distribution (VAD) of batteries and custom assembled battery packs.

- Manufacturer of the SmartAdapter+®, the first proprietary programmable power adapter.
- Managed product development from concept through production.
- Instituted Material Requirement Planning (MRP) procedures and installed custom manufacturing software, significantly reducing excess inventory, and decreasing costs of manufacturing.
- Successfully negotiated contracts with major OEM customers such as General Dynamics, Hughes Aircraft, and the U.S. Postal Service.
- Directed all aspects of operations including product selection and design, advertising, marketing, sales, and distribution.
- Organized and managed sales force comprised of two separate teams (OEM sales and wholesale) comprised of in-house telephone sales personnel, local outside salespeople and national independent sales representative firms.
- Developed the policy and procedures for operations of the NESCO Battery Systems division including MRP scheduling, Quality Control, Agency Approval, Materials and Warehousing, and more.
- Directed the divestiture of the company with the spin-off of Cresta Consumer Batteries.

DeAngelo, Rothman and Company (DARCO) ■ Culver City, CA

Outside Sales Engineer ■ January 1977 to January 1992

DARCO was the Manufacturer's Representative division of NESCO and was responsible for representing many of the product lines that were sold through the NESCO distributorship in smaller quantities in factory-direct contracts.

- Worked in conjunction with NESCO to facilitate large-volume, factory-direct component and battery sales.
- Winner of Panasonic Battery Division representative of the year in 1990 and presented with an all-expense paid trip to Japan to tour facilities and cultural sites.

Education

General Studies

Los Angeles Pierce College

Los Angeles Valley College

Degree

"Master of Life Experience"

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Business Skills

- | | | |
|--|--|---|
| <ul style="list-style-type: none">▪ Budgeting▪ Business Planning▪ Entrepreneurship▪ Finance▪ Fundraising | <ul style="list-style-type: none">▪ Leadership▪ Management▪ Manufacturing▪ Marketing▪ New Business | <ul style="list-style-type: none">▪ Operations▪ Sales Management▪ Start-Ups▪ Team Building |
|--|--|---|

Computer Skills

- | | |
|---|---|
| <ul style="list-style-type: none">▪ MS Office 360▪ Photoshop▪ Proprietary business systems.▪ macOS | <ul style="list-style-type: none">▪ MS Windows OS▪ Quick Books▪ Advanced technology user. |
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Certifications/Licenses

- 2002 - California Real Estate License - No.: 01342458 (Currently voluntarily inactive)
- 2006 - NAR Certified Technology Specialist, ePRO
- 2007 - CAR Certified Trainer, RELAY
- 2007 - CAR Certified Trainer, WinForms

Business Qualities

- Developed and maintained relationships with critical house accounts.
- Coordinated and maintained distributor and representative relationships.
- Led business development functions.
- Developed long-range marketing strategies for private labeling.
- Utilized management skills for the development and negotiation of contracts and cost controls.
- Directed and managed major Licensing Agreement.
- Developed proprietary products.
- Designed and implemented processes to produce new products.
- Streamlined operations and modernized infrastructure.
- Managed inventory, including purchasing on an international scale.
- Experienced buyer with background in international travel and purchasing.
- Designed sales and trade show collateral materials.
- Managed human resources, for up to 150 employees.
- Led business development functions.
- Wrote long-range marketing plans.

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Real Estate Achievements

- Successful Real Estate office manager and agent personally compiling over \$50 million in transactions and nearly \$1,250,000 in personal gross commissions from 2003 to 2008.
- Rental property manager for investor owners.
- Wrote Department of Real Estate compliant policy for employees and Independent Contractors.
- Completed 12 residential remodel construction projects as part of personal investment strategy.
- California Association of Realtors® Certified Transaction Documents Trainer.
- National Association of Realtors® ePRO Certified Electronics Technology expert.
- Member of the San Diego MLS Ethics committee.