**ROBERT M. OBRADOVITCH**

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**SALES, MARKETING & OPERATIONS MANAGEMENT**

Start-up | Turnaround | High Volume/Growth Operations

Twenty years in sales, marketing and operations management in transportation, insurance, real-estate and retail operations. Background in business development, performance and profitability improvement and employee engagement acquired as direct report to a company President. I am degreed in Operations Management and Public Policy and have been licensed as an Insurance and Real Estate Agent. Experienced, flexible and quickly adaptable to translate goals into value-added results.

**Signature Operational Management Qualifications:**

Disciplined problem solving \* Workforce Planning \*Team Leadership \* Performance Improvement \* Profit/Loss Management \* Coaching & Mentoring \* Inventory Control \* Sales & Marketing Management \* Customer Support

**EXPERIENCE:**

* ***AMS Transportation and Storage – Operations Manager – Las Vegas, Nevada (2021 – Present)***

Organized and scheduled up to 100 employees into teams on a daily basis for 400-500 jobs/month. Helped build the Nevada location into one of top 3 out 100 across the US with a revenue of 8 million/year. Oversaw payroll, asset maintenance schedules, supplies acquisition, warehouse storage and tracking of property. Responsible for hiring, discharge and promotion of employees, safety and customer service training. Oversaw sales and customer service.

* ***Automobile Club of Southern California (AAA) – Insurance Agent – Orange County (2019 – 2021)***

Specialized in personal lines of insurance. Generated average monthly sales of 50K+ which extended into the COVID-19 period.

* ***Obradovitch Realty in Orange County -- Marketing Consultant & Licensed Realtor (2017 – 2019)***

As a licensed Real Estate Agent helped my brother, an Attorney-Broker/Owner and Executive, establish and promote Obradovitch Realty – a full service boutique brokerage in Orange County, Ca – as an adjunct to his legal practice.

* ***Nutrition Zone Franchise Operator-Partner and Entrepreneur (2015 – 2017)***

I earned a partnership interest (with a silent partner) in a Nutrition Zone Inc. franchise as a reward for performance as a corporate level manager. Actively oversaw all aspects of operations, including marketing, hiring, training and profit/loss. Founded of “Humble Muscle”, an internet based sports clothing line, premised on the idea (and a reminder) that no matter what people seek in life to work patiently, humbly and with dedication towards success.

* ***Nutrition Zone Inc., Corporate Manager (October 2010 – 2015)***

Managed franchise stores reacquired by Corporate in a turnaround efforts. Short term results reflected improvements on the average of 10 to 15 percent. Duties included: Budgeting; inventory tracking and management; ordering; promotion and sales management; personnel training; and supervision and facilities oversight. Direct report to the company CEO.

* ***24 Hour Fitness, Inc., Assistant Operations Manager (Summer 2004 – October 2010)***

Specific club location served 60K-70K members/month. Duties included: Inventory tracking, ordering, facility monitoring and “front desk” employee training, scheduling and supervision. Direct contributor to the club’s bottom line.

**EDUCATION:** Bachelor of Science Applied Studies (Operations/Public Administration) – with Honors – 2013

College of Business Administration and Public Policy; California State University (DH)

**LICENSE:** California Real Estate BRE # 02032146; California Department of Insurance 0N02239