**Robert M. Tyson**

3 Woodvine Lane Home (803) 675-6027

Lake Wylie, South Carolina 29710 Cell (423 667 6716)

roberttyson79@gmail.com



**Objective**

To utilize my 41 years of experience in Sales and Marketing with an established transportation company.

**Experience**

**U.S. Xpress, Inc. (February 1, 2009 – October 31, 2020)**

*Regional Vice President of Sales*

* Maintains all facets of relationships with both national accounts as well as regional accounts in North Carolina, South Carolina, and Virginia.
* Improves margins and develops network needs with shippers and receivers.
* Works closely with Operations and Customer Service to define commitments to customers and develop operational efficiencies with all accounts.

*Senior Vice President of Sales and Marketing*, *Arnold Transportation* *(Division of U.S. Xpress) (Sept. 2011 – March 2012)*

* Supervised six regional sales representatives and direct reports from Customer Service, Operations, Extended Hours Operations Group, and Pricing.

**Terminal Trucking Company (May 2007 – Feb. 2009)**

*Vice President of Sales & Marketing*

* Responsible for all Sales and Marketing decisions and directmarketing strategy for the company.
* Managed and mentored sales force of five Regional Marketing Managers.
* Oversaw Credit, Collections Department and Traffic Department- made all final decisions on all pricingpublications for existing and prospective customers.
* Responsible for all contract negotiations.
* Reviewed and developed all point of purchase materials for company.
* Developed annual sales budgets and revenue targets for carrier.
* Managed group of core accounts, which comprised forty percent of company’s annual revenue.

**Schneider National Carriers (July 2003 – May 2007)**

*Regional Client Manager for North Carolina, South Carolina, and Virginia*

* Maintained all facets of sales relationships with existing customers with emphasis on developing new opportunities for the three major lines of business (one way van, intermodal, and dedicated van sales).
* Negotiated all pricing proposals with customer base, mitigated contract issues, and established proper trailer pools with customers to ensure proper utilization.
* Collaborated with Schneider Regional Market Owners in regards to capacity commitments and restraints in territory, as well as to review existing traffic to ensure desired profitability.
* Communicated daily with Customer Service Representatives to resolve issues impacting service to individual customers or affecting the operational network of Schneider National.

**U.S. Xpress, Inc. (April 1999 – July 2003)**

*Regional Vice President of Sales for North Carolina, South Carolina, and Virginia*

* Maintained all facets of customer service with existing customers in the three-state market with emphasis on establishing relationships with new accounts.
* Negotiated all pricing programs for accounts in the market, both inbound and outbound.
* Established equipment pools when required, both inbound and outbound customers.
* Managed inside customer service representatives as well as work with Operations to ensure customer service requirements are met and carrier utilization goals are achieved.
* Established credit for new accounts as well as maintained timely payment by all accounts in the territory.

**J.B Hunt Transport, Inc. (April 1995 – April 1999)**

*Regional Marketing Manager for North Carolina and South Carolina*

* Maintained all facets of customer service with existing customers in the two-state market with emphasis on establishing relationships with new accounts.
* Established all pricing programs equipment pools for customers, inbound and outbound.
* Managed inside Customer Service Representatives and worked with Operations to ensure customer service requirements are met and carrier utilization goals are achieved.
* Established credit for new accounts as well as maintain timely payment by all accounts in the territory.

**Con-Way Truckload Services (Oct. 1994 – Feb. 1995)**

*Account Manager for North Carolina and Virginia*

* Established regional sales office in Charlotte, North Carolina.
* Developed intermodal and truckload customer base for the new office.
* Negotiated service and pricing programs for each account.

**TNT Holland (Feb. 1994 – Sept. 1994)**

*Account Executive for Charlotte Metro Market*

* Established customer base for expansion terminal.
* Created customer relations and maintained all facets of sales relationships.
* Negotiated service and pricing programs for each individual account.
* Coordinated programs for National Accounts domiciled in the Charlotte market.

**Con-Way Southern Express (Oct. 1987 – Feb. 1994)**

*Manager of International Sales*

* Marketed the international transportation service of the company and managed the implementation of marketing strategies.
* Managed sales performances of 72 account managers, 48 service center managers, and 26 telemarketing sales representatives
* Coordinated sales communications between Con-Way Southern with other four Con-Way Transportation Services Divisions
* Taught domestic service programs and company procedures to CSE account managers.
* Preformed employee audits.
* Represented CSE on select committee, which developed negotiation training program utilized by all CTS components.
* Developed and established new account base.
* Established customer relationships and maintained all other facets of sales relationships.

**Spartan Express, Inc. (Jan. 1987 – Sept. 1987)**

*Sales Representative*

* Maintained all phases of sales relationships in 10 counties.

**Standard Trucking Company (June 1985 – Jan. 1987)**

*Sales Representative*

* Maintained all phases of sales relationships in eight counties.

**Morganite, Inc. (Dec. 1981 – June 1985)**

*Sales Engineer*

* Marketed complete line of DC Motor Brushes and graphite seals for heavy industrial applications in three states.
* Direct Sales to Distributors and O.E.M. Accounts.
* Established and maintained all phases of sales relationships.

**Puritan/Churchill Chemical Company (July 1979 – Nov. 1981)**

*Sales Representative*

* Marketed complete line of industrial chemicals in 13 counties.

**Awards**

* 2006 Revenue and Ebit Achievement Award Winner with Schneider National
* 2006 New Business and Portfolio Award Winner with Schneider National
* 1989 Account Manager of the Year with Con Way Southern Express
* 1988 Negotiator of the Year with Con Way Southern Express
* 1980 Regional Award for Achievement at Puritan/Churchill Chemical Company
* 1979 Regional Award for Achievement at Puritan/Churchill Chemical Company

**Education**

**University of North Carolina, Chapel Hill (1979)**

*Bachelor of Arts in Political Science, minor in Economics*