

# Robert Cortino

## **Account Manager-Crown Equipment**

Yorktown Heights, NY 10598

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## Professional Summary

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High energy, results oriented sales and service manager with a history of proven accomplishments marketing a consumer good and out sourced services. Consistent producer with an excellent record of achievement through demonstrated contribution to bottom-line results and consistent high productivity.

Authorized to work in the US for any employer

## Work Experience

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### **Account Manager**

Crown Equipment-Westchester County, NY

July 2022 to Present

### **Market Sales Leader**

Bimbo USA-New York, NY

April 2021 to July 2022

### **Regional Account Executive**

Rentokil North America-New York, NY

April 2016 to April 2021

Outside Sales

### **Service Manager**

Cintas Corporation-New York, NY

May 2014 to April 2016

New York

Responsible for a team of Route Service Sales Representatives (Route Drivers) who provide the pick-up and delivery of products to businesses. Responsibilities include hiring and developing assigned Route Service Sales Representatives, as well as managing the overall performance of the team. Also responsible for providing leadership, resolving customer service issues, training Route Service Sales Representatives on sales techniques, driving to visit customers on service calls, maintaining a high level of customer satisfaction, achieving sales, profit, inventory and payroll goals, managing a budget and dealing with operational issues that affect service. Hands-on support of direct reports includes riding on route with Route Service Sales Representatives or alone when necessary, to assist in the pick-up and delivery of products.

- Number 1 Service Manager in the corporation for March Madness Sales Contest March '15
- Increased in the top 5 KPI's FY '15 vs FY '14

### **Sales Rep**

Cintas Corporation-New York, NY

June 2008 to May 2014

## New York

Responsible for focusing on new business to business account development in our Facility Services rental division. Responsibilities include but not limited to prospecting, cold calling, setting appointments with prospects, presenting programs, and delivering a sales quota. Also responsible for transporting samples of products for presentations and installing dispensers as needed.

- President's Club Award Winner FY 10 (June '09 - May '10)
- President's Club Award Winner Diamond Level FY 11 (June '10 - May '11)
- Captains Club FY 11- FY 13 (June '10 - December '12)
- Selected to pilot Territory Manager Role Location 790 (December '10 - September '11)

## Proprietor

Rockland Juice Distributors Inc-New York, NY  
January 2005 to June 2008

Responsible for creating, implementing, evaluating and modifying business plan strategies to assure continuous growth. Responsibilities include but are not limited to:

- sales-responsible for growing existing accounts while penetrating new accounts

## Sales Center Manager

Pepsi Beverages and Food-New York, NY  
June 2002 to January 2005

## New York

Responsible for direction, control, and motivation of 61 independent route operators and 21 dairy distributorships totaling 70 million in annual sales. Also responsible for identifying and establishing a key account base to include C-store, Foodservice and Grocery chains.

- utilize market analysis experience to assist company in developing optimal product mix and sales
- expand sales support through effective product presentation management training and product education
- increase market share by creating new targets, improving customer service, soliciting all accounts in designated territory for new opportunities, and enhance competitive take away
- supervise 8 route development leaders for New York
- work in conjunction with warehouse personnel to ensure timely placement of orders on a daily basis for independent operators

Pepsi Beverages and Food-Chicago, IL  
May 1999 to January 2005

## liaison

Annual Sales  
2004 to 2004

04 \$1.6 million/05 \$2.05 million/06 \$3.4 million/07 \$3.9 million

- accounting- budget planning, payroll, accounts payable, accounts receivable
- administrative office duties
- warehousing - inventory control, ordering and monitoring of dated product
- human resources- interviewing, hiring, firing and training of personnel to represent Rockland Juice Distributors Inc. in a desirable manner.
- management- prioritize and delegate tasks to schedule daily operations
- liaison for Rockland Juice Distributors, Inc.- initial contact, establishment and maintenance of relationships with relative parent companies

## Route Development Leader

Pepsi Beverages and Food-New York, NY

May 1999 to June 2002

New York

Responsible for direction, control and motivation of 30 independent route distributors. Also responsible for identifying and establishing a key account base to include C-store, Foodservice and Grocery chains.

Pepsi Beverages and Food

2001 to 2001

- develop and implement sales program for key accounts within the NY marketplace
- customize national marketing programs for regional key accounts
- solicit all accounts in designated territory for new opportunities
- instrumental in the development of an exclusive DSD Route System in Long Island, NY

### **District Sales Manager**

Pepsi-Cola Bottling Company

March 1998 to May 1999

Supervise; train all delivery personnel to achieve promptness and accuracy in delivery. Solicit all potential accounts in assigned area, also merchandise and use point of sale materials when required. Called on 165 accounts a week from chain stores to UDS stores, increased sales 17% by the prior years numbers, won Pepsi-One branch contest in November 1998

Pepsi-Cola Bottling Company-Long Island, NY

May 1996 to May 1999

### **Pre-sell Systems Operations Manager**

Pepsi-Cola Bottling Company

February 1997 to March 1998

Assigns stops by route on a daily basis based on tonnage and location, by using an in house program. Scheduled most efficient use of manpower and worked in conjunction with warehouse personnel. Trained supervisors to use the in house programs required of Pre-sell Operation Managers

### **Territorial Sales Manager**

Pepsi-Cola Bottling Company

September 1996 to February 1997

Responsible for maximizing company sales by executing Branch and Territorial Sales Manager accountabilities within assigned territory. Monitor all execution and promotional activity in all channels within territory, merchandise all active accounts when needed and record any deficiencies visited and opened new accounts in assigned territory, managed 18 route salesman and their respective territories.

### **Blitz Manager**

Pepsi-Cola Bottling Company

May 1996 to September 1996

Responsible for the accurate and timely completion of all assigned Business Reviews Surveys. Identify opportunities for growth and selling in new packages, and accurately recording existing packages and equipment using a Norand 4000 handheld computer.

## **Education**

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Westchester Community College-Valhalla, NY

1992 to 1995

Ulster Community College-Stone Ridge, NY

1991 to 1992