

Richard Jay Roberts

624 Hammer Lane
630-801-1335
North Aurora, IL 60542

Profile

Over twenty eight years of experience in the fire alarm market with a solid record of accomplishments in the installation, sales, system design/commissioning, of code compliant commercial fire alarm systems and product management. Demonstrated the ability to achieve sales and profitability goals while achieving long term customer satisfaction.

Professional Experience

Honeywell Fire Safety (April 2008 – Present)

Industry Affairs Manager

Responsible for interpreting and developing codes, standards, regulations, or policies that effect Honeywell Life Safety business. Representing Honeywell Life Safety by participating in industry organizations such as NEMA, AFAA, NFPA, ICC, ESA, ETL, FM, UL, and others as needed.

System Sensor (December 2002 – March 2008)

Senior Product Manager Security Business Unit

As a member of the NFPA 720 Technical Committee participated in the complete rewrite of the 720 Installation Standard.

Responsible for the conventional detection product line for the America's, managed marketing mix to achieve sales and profitability goals for the security business unit. Accomplishments at System Sensor:

- Conducted market research to formulate a strategy to enter the mechanical heat detector and system-connected carbon monoxide market.
- Development and implementation of marketing mix for successful product launch of mechanical heat detectors, carbon monoxide detector, and single-ended beam detectors.
- Coordinated internal engineering development efforts with external customer objectives related to product development of next generation wireless smoke detector platform, mechanical heat detectors, carbon monoxide detector, and single-ended beam detectors.

ADI (November 1994 – December 2002)

Product Manger Fire Products

Responsible for the assessment of the commercial and residential fire alarm markets, setting marketing objectives and developing the marketing mix to achieve the sales and profitability goals. Accomplishments at ADI:

- Optimized Vendor Profitability/Co-op Programs:
- SKU Revenue/Profitability – Increased the revenue per SKU by 51% and improved the profit per SKU by 57% from strategically decreasing the number of active SKU's.
- Vendor Supply Contracts – Successfully negotiated supply contracts with sixteen new and/or existing vendors.
- Marketing Programs – Developed value-added tools and programs for target markets:
 - The ESD Program - Designed for the commercial market, which added \$1.2M in incremental sales over a two-year period.
 - Dealer Sales/Marketing Brochures: Designed for the residential smoke detector and carbon monoxide market.
 - Dealer Training Seminar – “Put Fire in Your Future” seminar
 - Dealer Training CD's – “Introduction to Fire Alarm Systems” and “Advanced Fire Alarm Solutions”

DiversiFire Systems (September 1993 – October 1994)**Fire Alarm Specialist**

Managed commercial projects totaling over \$750,000. Other responsibilities include estimating for new construction projects, and systems design/layout for end-users and Engineers. Also developed a computerized estimating and job-tracking program.

Thorn Automated Systems (July 1992 – August 1993)**Florida Operations Manager**

Reduced operating expenses by 20%. Effectively managed service contracts and installations of large integrated systems on major airports, correctional and pharmaceutical facilities totally over \$500,000.

Designed Electronics Systems (April 1991 – June 1992)**Senior Systems Sales Representative**

Achieved sales quota by booking \$475,000 in new fire alarm sales in the first six months. At the request of the holding company senior management made evaluation of office profitability to eliminate of the South Florida office.

Life Safety & Security (January 1990 – April 1991)**Project Manager**

Managed two sales people and over fifty commercial fire alarm projects totally over \$950,000. Responsibilities included bid review, system design, preparation of submittal and prints.

Florida Electronic Systems (November 1988 – January 1990)**Project Manager**

Exceeded annual sales quota by 10% by booking and managing \$750,000 in commercial fire alarm sales.

Fischbach and Moore (February 1985 – November 1988)**Project Manager**

Completed a \$950K contract for the complete electrical installation of three 150 bed convalescent centers that included the fire alarm system.

Industry Affiliations

NFPA 3 Recommended Practice for Commissioning of Fire Protection & Life Safety Systems Technical Committee
NFPA 4 Standard for Integrated Fire Protection & Life Safety System Testing Technical Committee
NFPA 720 Carbon Monoxide Warning and Detection Technical Committee
NFPA 101 Residential Section Technical Committee
NFPA 5000 Correlating Committee
NFPA 101 Health Care Occupancies 101 Technical Committee
NFPA 101 Building Service and Fire Protection Equipment Technical Committee
NFPA 72 Single- and Multiple-Station Alarms and Household Fire Alarm Systems Technical Committee
Underwriters Laboratory (UL) Standards Technical Panel for Carbon Monoxide Alarms and Gas Detectors
National Electrical Manufacturers Association (NEMA) Vice-Chair of Smoke & CO Detector Group
National Electrical Manufacturers Association (NEMA) Chair of Building Codes Committee
Automatic Fire Alarm Association (AFAA) Board of Directors
Electronic Security Association (ESA) Standards and Fire/Life Safety Committee
Central Station Alarm Association (CSAA) CO Supervising Station Response Standard Committee

Certifications

Six Sigma - Green Belt

Awards

ACS President Club