

CHAD A. ROCHEFORD

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Florida Institute of Technology – Computer Science - Info Systems (BS)

May 2002

Rollins College Crummer Graduate School of Business - Mini MBA Certification

July 2016

25+ years of sales experience in developing potential clients and servicing existing customers with experience in the hospitality industry.

DEMONSTRATED EXPERIENCE:

CROWN LINEN LLC – Director of Sales and Customer Service

January 2009 – Present

Crown Linen is the leading Laundry Supplier for the Hospitality industries of Florida and Georgia. We service some of the most important and demanding hotels in the area by emphasizing 4 guiding principles: Customer Service, Quality, Reliability, and Cost Reduction.

- Responsible for growth/maintenance of company Annual Sales of \$85M. Personal book of business \$47M/yr.
- Joined Crown as a start-up business in Orlando. Now 6 Plants across FL and GA.
- Doubled contracted customers in 1st year and grew annual revenue for the plant by 315%.
- Consult with C-Suite executives across hotel chains, mgmt. companies, and vacation clubs to secure laundry agreements.
- Conduct in-depth On-Premise Laundry cost studies to validate “true” costs vs. outsource benefit for hoteliers.
- Understand usage, capabilities, and consumption, design, and workflow of commercial laundry equipment.
- Integrate services with all levels of hotel staff to make commercial laundry outsourcing part of their daily routine.
- Train, Coach, Motivate with external and internal customers.
- Lead a team of sales professionals to hit/exceed established goals.
- Create effective sales/service procedures for Crown team to pursue new business while retaining current business.
- Received training from Standard Textile and Guest Supply on linen manufacturing process & quality standards.
- Teach hotel staff how to determine correct par levels, prepare an accurate budget, and place orders for new linens.
- Establish linen loss and replacement KPI's for clients to remain on track with inventory purchases.
- **Active in Central Florida Hotel and Lodging Association (CHFLA), Rotary Club International, Orlando Convention and Visitors Bureau, Visit Orlando, Visit FL, FRLA, Georgia Hotel and Lodging Association.**
- **Elected to Board Member to CFHLA PAC – political steering committee for hospitality industry.**

GATOR LEASING - Orlando Area Sales/Operations Manager

March 2007 – September 2008

Gator was a leading provider of premium truck leasing, rental, maintenance, and dedicated logistics services. Founded in 1975 with eight trucks and a single location, the company grew to an operation with approximately 2,300 trucks and multiple locations in major metropolitan areas throughout Florida.

- Managed three Orlando area branch P&L's with annual revenues of \$11 million.
- Interviewed and placed candidates. Trained and developed associates to build a stronger operation
- Improved Customer Experience, Reduced Overhead, Raised Prices, and Increased Profit by 75% in 16 months.
- Grew and maintained personal sales portfolio of \$5.5 million in annual revenue.

ENTERPRISE RENT-A-CAR - Truck & Car Rental Branch Manager

May 2002 – February 2007

Enterprise Rent-A-Car is the largest rental car company in North America. Their primary focus is the local rental car market, specializing in consumers who need a replacement vehicle as the result of an accident, mechanical repair, theft, or those who require a vehicle for special occasions, such as business or leisure trips.

Sales & Marketing:

- Crafted strategic marketing plan to successfully develop and establish truck operation from the ground up.
- Regularly “shop” the competition to understand the marketplace.
- Established sales goals and set expectations for damage waiver, vehicle upgrades and auxiliary product sales.
- Implemented sales contests to reward top performers and encourage competition within the branch.
- Organized various customer appreciation events, which included sponsored dinners, BBQs, and invitational lunches.

New Business Development:

- Established “No Tolerance for the Competition” approach to build a strong foundation and relationship with accounts.

- Provided written and oral presentations to potential rental accounts.
- Created weekly targeting schedule to increase revenue by visiting current and potential accounts.

Business Management:

- Forecast and predict trends and activity levels among all aspects of truck rental businesses.
- Proactively seek process improvement to ensure high quality customer service.
- Maintain correct fleet mix to maximize branch profit.
- Reviewed employees in areas of rental operations, profitability, fleet growth, employee development & customer service.
- Organized weekly activities among employees to create a positive work environment and build team morale.

Achievements & Recognition (Truck Rental):

- Met or exceeded every goal since inception.
- Set record for quickest “start-up” to reach operational profit within 4 months.
- Set record for highest operational profit.
- Grew truck fleet from 0 to 250 trucks in 18 months.
- Opened 3 additional truck rental offices within 2 years.

Achievements & Recognition (Car Rental):

- Received MVP award for customer service and number of car sales.
- Multiple “Best of the Best” award winner for marketing strategies and customer service.
- Produced highest operational profit within the Orlando region for 5 months.
- Increased corporate rental business from 5% to 12%.
- Grew fleet by 134% (47 to 110 vehicles) within 5 months.
- Continually exceeded monthly branch goals for profit and growth margins.
- Produced the highest sales average for 13 continuous months.
- Produced the highest customer satisfaction score throughout the Orlando region for 2 consecutive months.
- Finished Management Training Program in only 8 months and was promoted to manager.

Reference Available Upon Request.