

MPTA Application Timeline & Procedure

Monday, September 22nd
Application
Process Begins

*(Applicants to
complete the Application online and attach their resume).*

Friday, November 7th

Application Process Ends

Monday, November 24th

Deadline to submit to Town Council with appointment scheduled for December 9th Work Session

- The Committee will review applications as they are received.
- The Committee may also conduct in-person interviews with prospective applicants using the attached criteria document.
- Interviews will be scheduled the week between November 10th and November 19th, if necessary.

Name *

Jeffrey Robbins

Today's Date *

November 4, 2025

Address *

237 Juanita Drive, Pineville, NC 28134

Home Phone

[REDACTED]

Cell Phone *

[REDACTED]

Home Address *

[REDACTED] Pineville, NC 28134

Please explain briefly why you are seeking appointment to this board: *

I have a background in transportation, and I believe with my experience and engagement with the City of Charlotte, as nonprofit, I am well-suited for a role on the board.

Do you have demonstrated professional experience or qualifications in the following (please check each one that you have experience in): *

- ☐ Law
- ☐ Finance
- ☐ Engineering
- ☒ Public Transportation
- ☐ Urban Planning
- ☒ Logistics
- ☐ Government
- ☐ Architecture
- ☒ Economic Development
- ☐ Other:

Please describe any other professional experience you may have that would be relevant to this board:

I have 15 years of experience in logistics and another 10 years in transportation strategy and planning for a major logistics firm that works globally on transportation and community engagement.

Please describe any committees, organizations, or other boards you may have participated on or educational background you have that would qualify you for a position on this board:

I hold an MBA and Master Certification in Sustainability. I believe my focus on air pollution and reducing tailpipe emissions, advocacy for clean transportation solutions, and experience leading community engagement equip me for a role on the board.

Please tell us anything else about yourself that would be beneficial to this board:

I have been a resident of Pineville for 14 years and have been a resident of Mecklenburg County for 16 years, and I believe we all have a civic duty to participate in areas we believe are important. I want to contribute to the well-being of our city and state, and this is my way of working to create solutions that benefit our residents.

Please email your resume/CV to lsnyder@pinevillenc.gov to complete your application.

- ☒ I will submit my resume to lsnyder@pinevillenc.gov
- ☐ I will mail/drop off my resume to the Town of Pineville Town Hall at 505 Main Street

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SUMMARY

Visionary and results-driven leader with over two decades of experience spanning **Nonprofit Leadership, Environmental Sustainability, and Global Business Development**. Proven expertise in driving strategic growth, product innovation, and market expansion across diverse industries, including clean energy, transportation, and technology. Adept at building high-performing teams, cultivating strategic partnerships, and implementing impactful initiatives in **Climate & Equity, Community Development, and Fundraising**. Recognized for transforming complex challenges into robust business solutions and sustainable organizational growth, consistently delivering exceptional financial and operational results.

CORE COMPETENCIES

- Nonprofit Leadership & Management
- Environmental Sustainability & ESG
- Climate & Environmental Justice
- Community Engagement & Development
- Strategic Planning & Execution
- Product Development & Lifecycle Management
- Global Marketing & Sales Strategy
- P&L Management & Budget Oversight
- Cross-functional Team Leadership
- Diversity, Equity, & Inclusion (DEI)
- Process Improvement (Lean/Kaizen)
- Supply Chain & Logistics Optimization
- Partnership Development
- Change Management
- Data Analysis & Reporting

SELECTED ACHIEVEMENTS

- **Drove significant export growth** by partnering with the U.S. Department of Commerce, generated **\$3.5M in new small business exports** to Europe and Asia, and expanded the international customer base by **12%**.

- **Pioneered a new distribution service** for Apple's iPhone launch, enabling 24-hour direct-to-consumer shipping from Asia and generating **\$42M in annual shipping revenue**.
- **Directed product development initiatives** that launched new transportation services and enhanced existing products, generating over **\$1.1B in annual revenue**.
- **Guided a team of 21 product and group managers** in driving substantial growth for critical safety products (SCBA, thermal imaging, communications, gas monitoring) across first responder and industrial markets.
- **Co-developed and launched FedEx Corporate Services' inaugural DEI program**, "PeopleFirst," impacting over 500 employees across sales, marketing, and IT services.
- **Collaborated with over 35 C-level and senior management directors** at Motorola to define a comprehensive DEI program that integrated diversity metrics with bonus payouts.
- **Orchestrated 5+ Lean and Kaizen events** within four months, re-engineering customs clearance and pick-up/delivery processes, resulting in nearly a **full day's reduction in shipping times**.
- **Conducted a comprehensive life cycle and value-chain sustainability analysis** for Intel (graduate capstone project), achieving a score of **99 out of 100**.

PROFESSIONAL EXPERIENCE

CleanAIRE NC, Charlotte, NC | August 2022 – Present **Executive Director/CEO** Leads a statewide nonprofit advocating for strong clean air policies and environmental justice.

- Direct a comprehensive portfolio of programs, including a community science initiative with **300+ air quality monitors**, environmental health and justice, education (CleanAIRE Academy), and advocacy across nearly 30 North Carolina counties.
- Engage and grow a membership base of **4,000+ active members** in clean air and environmental equity initiatives.
- Champion a clean, equitable transition to green energy and transportation, promoting EV infrastructure deployment, access to green spaces, and microtransit mobility.
- Advance community-developed/owned mixed-use cultural, residential, and commercial property programs to foster community equity and ownership opportunities.

The Diverse Paragon, Charlotte, NC | October 2019 – August 2022 **Managing Director**
Provided strategic consulting services to diverse clientele, focusing on market positioning and operational efficiency.

- Guided a medium-sized manufacturer (\$325M annual revenue) in devising a comprehensive distribution strategy, market needs analysis, and sales leadership, **reducing COGS by 9%**.
- Formulated and implemented robust forecasting and Sales & Operations Planning (S&OP) methodologies, enhancing inventory planning and supply chain operations, resulting in a **25% cost reduction** on annual material procurement of \$60M.

Trader Interactive, Norfolk, VA | February 2020 – October 2021 Director B2B Product Marketing Led B2B product marketing efforts, enhancing sales capabilities and driving revenue growth.

- Designed and delivered sales techniques, marketing materials, and product sales training, **upskilling a 150-member sales team** and improving dealer engagement with **7,500+ dealers** within four months.
- Introduced **14 critical marketing campaigns** across four business sections, yielding a **30% open rate** and a **6% marketing qualified engagement rate**, contributing **\$13M in Q2 2021 revenue**.
- Directed a team of 150 field sales account executives and 30 inside sales representatives, providing strategic guidance and training recommendations to maximize sales performance.

Rentokil North America, Charlotte, NC | April 2016 – October 2019 Director Commercial Pest Marketing Managed a significant B2B commercial pest category and oversaw marketing and sales integration for acquisitions.

- Managed a **\$400M B2B Commercial Pest category** and a **\$5M agency and marketing P&L**.
- Administered the commercial new customer integration of **\$20M in acquisitions** of commercial pest companies.
- Upgraded digital marketing policy and customer segmentation, boosting pipeline revenue potential to **\$140M**.
- Planned and executed targeted customer drives across 10 market verticals, heightening customer retention and achieving an **\$80M uplift** in revenue from 2016 to 2019.
- Commanded a **\$35M business case** for corporate brand transformation and identity reformation for Rentokil North America, gaining public insights for acceptable renaming.

Scott Safety (Division of Tyco Life Safety Products), Monroe, NC | April 2013 – April 2016 Associate Director | Senior Manager Product Marketing Oversaw product marketing operations, driving profit growth and enhancing product strategy.

- Controlled a **\$4.5M marketing P&L budget**, ensuring financial transparency and leading **13 product line managers**.
- Commanded central teams in gaining customer insights via research to market new SaaS and connected products, driving a landmark profit of **\$36.2M (21%)** in three years.
- Maintained close coordination with sales leadership, designing and implementing new product strategies, and uplifting client retention rate to **62%** through effective go-to-market sales and distributor processes.
- Coordinated diverse functions (marketing communications, manufacturing engineering, sales, operations, finance, customer service) for thorough policy implementation, resulting in a **revenue spike and 21% profit increase**.

- Categorized an 8-10 member products team by designated product area, encouraging efficient process completion and resulting in a **30% time-saving (18 days)** in the overall development cycle.

Scott Safety (Division of Tyco Life Safety Products), Monroe, NC | November 2009 – April 2013 **Senior Manager Global Channel Marketing** Provided strategic marketing and channel support to international partners.

- Provided marketing communication support to **3,400 international channel partners** and value-added resellers, ensuring clarity and accelerated target achievement.
- Increased market share by **8%** in the supplied air products segment (from 12% to 20%) by delivering efficient training materials and tools through the partner portal and sales enablement activities.
- Secured a **42% involvement rate** in the NPS program, comprised of unique ideas for distributor engagement, and enhanced distributors' full product portfolio utilization from **48% to 72%**.

Bamboo Worldwide, Inc., Chicago, IL | October 2008 – May 2009 **Chief Operating Officer** Managed operations for a marketing, innovation, and branding consultancy.

- Managed operations, organized processes, attracted new clients, and generated \$6.9M revenue for a small, marketing, process design, and brand-building organization.
- Assisted in increasing earnings potential by developing sales fulfillment tools and processes to effectively streamline sales, marketing, and customer engagement functions.

FedEx Services, Memphis, TN | February 2006 – October 2008 **Senior Manager Product Development and Innovation** Directed global distribution projects and services, driving significant revenue growth.

- Directed initiatives for global distribution projects and services, helping to maintain a **7-9% growth rate**.
- Managed a **\$7M budget** and **13 direct reports**, driving over **\$1.1B in revenue** by leading a team of project managers utilizing a stage-gate process for service and product enhancements.
- Leveraged voice of customer and ethnographic activities, collected consumer insights, performed qualitative and quantitative research, improved process mapping, and utilized Lean/Kaizen events to **increase revenue by 18%** over 12 months.

FedEx Services, Memphis, TN | August 2004 – February 2006 **Field Marketing Manager** Managed field-level marketing and sales support across key markets.

- Managed field-level advertising, promotions, sales support, customer prospecting, and event/relationship marketing for the service portfolio across 27 markets in the Pacific Northwest and Northeast Illinois.

- Leveraged NFL, NBA, NASCAR, PGA Golf, and other sponsorship assets to educate customers, delivering a **21% return on marketing investment** on **\$105M in incremental revenue**.
- Created an event tracking and measurement system, indicating events influenced over **\$50M** in assigned markets over 12 months.

FedEx Services, Memphis, TN | December 2000 – August 2004 **Senior Product Manager & Marketing Principal, International Marketing** Oversaw global distribution products and services, driving international export revenues.

- Oversaw global distribution products and services, supply chain management, sales training/support, and marketing communication, including product strategy and service development initiatives, generating export revenues over **\$290M**.
- Generated **\$35M in revenue** for express distribution products through annual/quarterly product life-cycle analysis, improved sales processes, and marketing campaigns designed to increase awareness and customer efficiencies.
- Led product development efforts, enabling a suite of distribution and supply chain products in Europe with incremental revenue of **\$12M in year one**.

Motorola, Semiconductor Product Sector | 1990 – 2000

EDUCATION & CERTIFICATIONS

- **Nonprofit Leadership and Management** – Duke University, Durham, NC (2022)
- **Sustainability Studies Graduate Certification** – Arizona State University, AZ (2022)
- **Certification of Completion, Global Reporting Initiative (GRI)** – Arizona State University Partnership (2022)
- **Supply Chain Management Systems and Software Certificate of Completion** – MIT (2003)
- **MBA International Business Management** – Thunderbird School of Global Management, Phoenix, AZ (2000)
- **BS Industrial and Organizational Psychology** – Arizona State University, AZ (1996)
- **Six-Sigma Green Belt Process Certificate of Achievement** – Motorola University (1994)

AWARDS & HONORS

- **Tyco Business Integrity Award** (recognized for global anti-discrimination in business best practices) (2013)
- **Outstanding Leader Award at Tyco** (awarded to the top 10% managers throughout divisions) (2012)
- Nominated for **FedEx Five-star Award** 4 consecutive years; received **5 FedEx Shining Star Awards** (2000-2005)
- **Perfect Attendance, 5-year award**, Motorola SPS (1995-1999)

PROFESSIONAL ORGANIZATIONS

- National Black MBA Association (NMBBAA) – Member (2000 – Present)
- American Marketing Association (2019 – 2021)
- Council of Supply Chain Management Professionals (CSCMP) (1998 – 2009)

TECHNICAL SKILLS

- Google Workspace
- MS Office Suite
- Salesforce
- Pardot
- HootSuite
- HubSpot

VOLUNTEER EXPERIENCE

- EJCAN Board Member (2023 – Present)
- GreenBiz Event Volunteer (2021 – 2022)
- Charlotte Foodbank (2021 – 2024)
- City of Pineville, NC, HOA Representative (2018 – 2020)
- Read Charlotte Corporate Partner Participant (2017 – 2019)
- Traditions Home Owners Association, President, Budget Committee, & Social Committee (2015 – 2018)
- University of Memphis Mentoring Program (2007 – 2009)
- Clovernook, Services for the Blind and Visually Impaired, Board Member and Operations Co-lead (2003 – 2006)