

Richard Jay Roberts

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Profile

Over thirty-five years of experience in the installation, sales, system design, commissioning and product management of code compliant commercial fire alarm, carbon monoxide detection and security systems. Demonstrated the ability to achieve sales and profitability goals while achieving long term customer satisfaction.

Professional Experience

Honeywell Fire Safety (April 2008 – Present) – Global Senior Industry Affairs Manager

Responsible for interpreting and developing codes, standards, regulations, or policies that enhance life safety as well as effecting the Honeywell Fire Safety (HFS) business. Representing HFS by participating in industry organizations such as NFPA, NASFM, IAFC, ISO, NEMA, AFAA, ICC, UL, SBC, ESA, SIA, ETL, FM, and others as needed.

System Sensor (December 2002 – March 2008) - Senior Product Manager

Responsible for the conventional detection product line for the America's, managed marketing mix to achieve sales and profitability goals. 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:
 - ESD Program - Designed for the commercial market, which added \$1.2M in incremental sales over a two-year period.
 - Dealer Sales/Marketing Brochure: For 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 \$2,750,000. 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 \$2,500,000.

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

Achieved sales quota by booking \$1,475,000 in new fire alarm sales in the first six months.

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

Managed fifty commercial fire alarm projects totally over \$3,950,000. 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 \$1,750,000 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 1 *Fire Code*

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 72 *Single- and Multiple-Station Alarms and Household Fire Alarm Systems Technical Committee*

NFPA 72 *Supervising Station Technical Committee*

NFPA 101 *Residential Occupancy Technical Committee*

NFPA 101 *Educational Section Occupancy Technical Committee*

NFPA 101 *Building Service and Fire Protection Equipment Technical Committee*

NFPA 241 *Standard for Safeguarding Construction, Alteration, and Demolition Operations*

NFPA 715, *Fuel Gases Warning Equipment*

NFPA 730 *Guide for Premise Security*

NFPA 731 *Standard for the Installation of Electronic Premises Security Systems*

NFPA 915, *Standard for Remote Inspections*

NFPA 1225 *Standard for the Installation, Maintenance, and Use of Emergency Services Communications Systems*

NFPA 5000 *Correlating Committee*

Safer Buildings Coalition (SBC) Board of Directors and Chair of Government Affairs Committee

National Association of State Fire Marshals - Model Codes Committee

Fire Life Safety Section (FLSS) of the International Association of Fire Chiefs (IAFC) Board of Directors

Underwriters Laboratory (UL) Standards Technical Panel for Carbon Monoxide Alarms and Gas Detectors

International Code Council (ICC) Fire Code Action Committee (FCAC) – Numerous Working Groups

National Electrical Manufacturers Association (NEMA) - Chair of Building Codes Committee

Center for Campus Life Safety (CCFS) – Board of Directors and Co-Chair of the Codes & Standards Committee

Certifications

Six Sigma - Green Belt

Awards

Honeywell ACS President Club