

# Robert B. Rozendal

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## **Master of Science in Environmental Management**

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Completed two-year master of science program in Environmental Management graduating with a 3.91 GPA, concentrating in conservation, remediation and wildlife.

- Received Masters Project Award in Environmental Management for the spring 2012 graduating class.

## **Project Manager**

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12 years of global experience in program management. Produced events in nine cities across seven countries, combining excellent organizational and managerial abilities to create innovative, unique and greener programs that both rewarded employees for their past accomplishments and motivated them to exceed their future goals while minimizing the impact on the environment.

## **Highlights of Expertise**

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- Project Oversight & Management
- Crisis Management
- Budget Administration
- Needs Analysis & Identification
- Event Coordination
- Communications Campaigns
- Strategic Messaging
- Website Design & Development
- RFI, RFP & Contract Negotiation
- GIS – Specifically ArcGIS

## **Professional Experience**

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### **Sun Microsystems, Inc. (Sun) - Menlo Park, California**

Events Manager (1997 - 2009)

- Managed "SunRise", Sun's yearly Reward and Motivational Program (\$11-\$32 million budget) for the Global Sales & Services organization (GSS) consistently bringing these programs in under budget and with attendee satisfaction levels above 90%.
- Created first "Green" SunRise program for Sun in 2008. While bringing the program in under budget achieved a 95% satisfaction level with attendees. Developed and implemented a program to give the attendees smart phones, leveraging this innovative gift and its applications to replace almost all printed program materials given to attendees, including the use of on-site signage. This lowered printed material waste to almost nothing, eliminated the costs of printing and shipping of materials and reduced the need for on-site workers as event directions, maps, and agendas were programmed into the phones. Educated program vendors about benefits of creating green programs, which they have successfully used with other clients, including local sourcing, using alternative materials and waste reduction.
- Actively monitored comments of the Asian SunRise 2008 attendees, recognized growing attendee dissatisfaction with pre-arranged flight routes as arranged by the travel management company. Strategized and determined that travel management company had to make changes to pre-purchased air contracts. Directed them to renegotiate contracts with airlines for better routing. New air contracts lowered travel costs to the company and eliminated the cost of stopover nights for these attendees, while raising attendee satisfaction levels.

## **Professional Experience (cont.)**

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- Investigated change of SunRise program locations due to world political issues and safety concerns for the 1999 and 2001 programs scheduled in Istanbul. Determined best choices for program change were respectively Singapore and Vienna. Change of location required planning and execution in only six weeks vis-à-vis 18 months. Recovered almost all program costs for original locations and program overall was still implemented and executed under budget.
- Introduced new online process to both Sun and SunRise program vendors for collecting employee registration data. This decreased the costs of manual data entry and reduced entry errors to almost nothing, while increasing attendee satisfaction as travel plans were made more quickly, and accurately.

### **Carlson Marketing Group (CMG) - San Francisco, California**

SunRise Field Liaison (1994 - 1997)

- Worked primarily for Sun on SunRise programs.

### **Rosenberg & Associates - Point Richmond, California**

Office & Operations Manager

- Managed company HQ office and employee work schedules. Researched, established and managed company benefits program.

### **UNOCAL - San Francisco, California**

Account Manager

- Managed over one million credit accounts to reduce losses.

### **United States Air Force - Offutt AFB, Omaha, Nebraska**

Intelligence Analyst

- Led team of research analysts in study of Soviet leadership tactics during potential conflicts.

## **Education**

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### **University of San Francisco - San Francisco, California**

Master of Science in Environmental Management

### **Texas A&M University - College Station, Texas**

Bachelor of Business Administration in Marketing & Management

### **USAF, Officer Training School - Medina Annex, Lackland Air Force Base, San Antonio, Texas**

United States Air Force, Second Lieutenant

### **USAF, Officer Intelligence Training School - Lowrey Air Force Base, Denver, Colorado**

United States Air Force, Intelligence Officer

### **USAF, Supervisor Training Program**

## **Awards**

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Masters Project Award in Environmental Management for the spring 2012 graduating class.

## **Volunteering**

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- Friends of the Urban Forest (FUF)
- Presidio Park Stewards
- The Shanti Project