



Rocky Romanella pulls in audiences with real life stories from an illustrious career spanning nearly 40 years at one of the most recognized and admired brands in the world, **UPS**, and later as CEO & Director for UniTek Global Services, a mid-cap telecommunications solution company. Having led record sales efforts, rapidly building brands and managing teams through difficult restructuring events and developing a culture needed to integrate past acquisitions, he inspires audiences to create unified company with one vision.

Rocky continues to impact top leaders as the Founder and CEO of 3SIXTY Management Services, LLC, a management consulting firm specializing in Executive Speaking, Leadership Development and Consulting Services.

Have Rocky expertly traverse your audience through what it took to:

- Cultivate relationships with many of the largest customers in healthcare, retail and telecommunications.
- Successfully launch one of the largest rebranding initiatives in UPS franchising history, revolutionary for the \$9 billion retail shipping and business services market.
- Develop a global strategy of all U.S. and international retail channels.

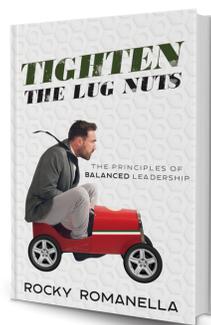
Rocky Romanella is an experienced CEO, Director, Keynote Speaker, Executive Advisor, expert in Customer Service and Leadership Development. A true storyteller, his humble, Italian charm and innate charisma creates instant connections with a wide-range of audiences.

A WINNER OF THE UPS CHAIRMAN'S AWARD FOR EXCELLENCE, ROCKY IS AN ENERGETIC SPEAKER WITH A LEGACY OF MOTIVATING TEAMS TO ACHIEVE THEIR BEST.

- Spearhead entry into a new industry while managing and integrating more than 20 acquisitions.
- Oversee nearly 72,000 employees throughout nine states.
- Move through the management career path: leading project teams on numerous special assignments, developing customer solutions tools, improving processes for operational efficiencies and service excellence that generate revenue growth including leading a district to become the first in UPS history to reach \$1 billion in annual revenue.

Author of...

Tighten the Lug Nuts: The Principles of Balanced Leadership



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& NOBLE**

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"Rocky Romanella brings real lessons for leadership from decades of management practice. Practical lessons in values, roles, problems, energy, and legacy are delivered in context of real world experience - but with lessons directly accessible to the reader. A different, and worthy read."

- Benn Konsynski, PhD
George S. Craft Distinguished University Professor of Information Systems and Operations Management, Emory University

Select Accolades

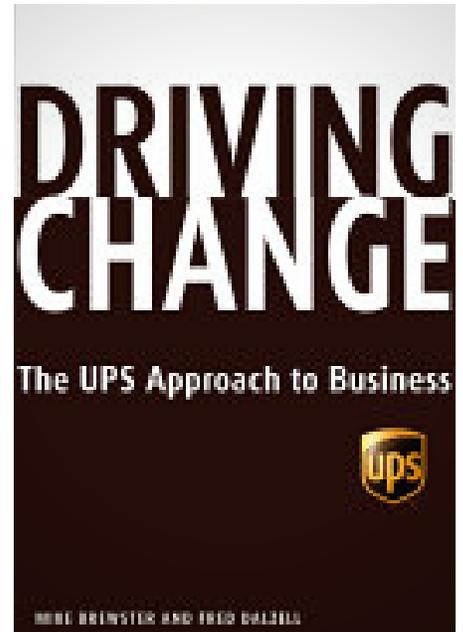
Rocky is a winner of the UPS Chairman's Award for excellence and noted for successfully launching one of the largest franchising re-branding in history.

"An engaging speaker and facilitator, Rocky leads business executives to breakthrough results through break-through thinking."

– Richard Snowden
President North America,
RavenHouse International

"Rocky inspired many to look inward and improve the way they operate their businesses and lead their team members"

– Conrad Swanson
Sr. VP Agency Development,
Arpin Van Lines, Inc.



In time for its 100th anniversary, UPS allowed authors Mike Brewster & Frederick Dalzell unprecedented access to their facilities. Features clear-cut lessons from Rocky Romanella.

Speaking Reel

View Rocky Romanella in Action...



"Rocky is engaging, authentic, and real. He set a good start for the tone of our event."

– Ramesh Sethi
IT Director,
The Children's Place

Delivering Business Impact

- Keynotes -

Inspire your team with Rocky's "boots on the ground" lessons. As the former President of UPS Retail Services & Residential Operations, Rocky is an experienced CEO, Speaker, Executive Advisor and expert on Balanced Leadership. Audiences of all types gain key takeaways on leadership, teamwork, team building, branding, innovation, customer service, vision and defining purpose.

BALANCED LEADERSHIP

It's my experience that the best leaders thoughtfully manage their business based on the principals of Balanced Leadership. This is where we walk the talk and:

1. Think like a customer by approaching each challenge as a true solutions provider. By watching you, your people need to embrace this concept so they think like a customer in all they do. They consider the business from the eyes of the customer and this guides their decisions and actions.

2. Feel like a valuable contributor by knowing your work and your team's work matters and never compromising on safety or values. When you feel valued, you are empowered. You make smart decisions. By doing so, you create an uncompromising culture of integrity, honesty, respect and service.

3. Act like an owner by understanding the business and your role in what leads to success. When you consider your actions within your business as if it's your own, you pay careful attention to all of the above - your customers and people - and more.

I believe in the Balanced Leadership philosophy along with eight drivers of success that I called the "Big 8". They can become your roadmap for excellence in all aspects of your business.

WHY VALUES MATTER

I want to let you in on a little secret. It pertains to your relationships, to the pursuit of your goals and dreams, and to the plight of so many across the world. Unless you win the lottery, the truth is you're going to have to work at whatever it is you hope to achieve in your life. But, it's how you face it that speaks to your character.

Your true character is defined by your honesty of purpose. Your purpose is sacred and authentic. Honesty is what's at the core of your moral character. It's being trustworthy, loyal, fair, sincere and true, even when it is difficult to be. It is not only how you create your values, but also how you add value to the lives of others.

Purpose-driven people put their morals, character and honesty first. Without purpose, we drift. With purpose, we steer.

You have the responsibility to yourself and to others to use your best judgment, weigh your options carefully and make the right decisions - even if they're not the most favorable or popular - even when no one is watching!

When you do that you honor yourself. Wherever your path takes you, know that your trustworthiness is your highest honor.

SWEET SERVICE STORY

When I was a child, I had the opportunity to visit the Hershey Chocolate Factory in Hershey, PA. It was amazing to see all that chocolate...up close...my taste buds ablaze.

What left an impression after all these years was touring the factory and seeing the chocolate being made by hard-working local people from beginning to end.

As an adult, I realized the confidence the Hershey organization must have had as literally thousands of people walked through their factory while they made their famous chocolate bars.

I ask each of you, what story does your operation tell? How does your company or department represent your brand?

Your goal is to be as confident in your people and your product or service as Hershey was in theirs.

As a leader, regardless of your area of responsibility, you have your own "Hershey Factory".

You need to make sure your customers would be equally proud of what they see in your facilities, people and solutions.