

# Robert Travis

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Schulenburg, TX 78956  
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## GENERAL MANAGER

Results driven General Manager with over 20 years' experience in management & sales in the Western Industry. Adept at Brand Marketing, Customer relations, Manufacturing, Operations, Strategic Planning & Financial Reporting. Willing to relocate if necessary.

## Work Experience

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**Republic Ropes, LLC**  
*General Manager*

**Schulenburg, TX**  
*Jan 2017 – Jan 2018*

- Joined a newly started team rope manufacturing company and began to establish it in the marketplace
- Utilized my personal contact base to distribute ropes to ropers across the US
- Managed sales & collections
- Developed new rope lines and worked to make existing ropes more desirable and marketable
- Designed & managed website to optimize visibility at no additional expense
- Developed and maintained Social Media sites (Facebook, Instagram) to promote the brand
- Educated new owner in his new business endeavor utilizing my 20 years of rope company experience
- Maintained constant contact with customers
- Utilized my contact to construct a new automated rope machine to improve rope consistency
- Worked with a budget to offer caps, tack & accessories to increase brand awareness

**Lone Star Ropes**  
*General Manager*

**Buffalo, TX**  
*Sep 2011 – Sep 2016*

- Increased overall sales of a small startup company from \$400K to a projected \$4mil in 5 years for a 500% increase.
- Utilized my contact base to increase active retail dealers to over 400 across the US, Canada, Mexico & South America.
- Developed an online endorsement application process to manage and grow active endorsees
- Secured several NFR Ropers to Endorsement Contracts such as Kaleb Driggers, Patrick Smith, Coleman Proctor & Dustin Egusquiza
- Utilized my 32 seniority points to provide 50' personal booth space at WESA Denver Market
- Represented company at various retail shows such as NHSFR & NFR to promote brand.
- Managed outside marketing company to develop marketing strategies including advertising, sales promotions, in-store displays, POP & POS materials.
- Collaborated with marketing for the promotion of the brand thru social media & print ads
- Assembled & managed independent sales force to promote sales nationally
- Managed staff of 15-20 employees, including office, production and shipping department
- Solved many IT issues without contacting outside vendors
- Coordinated with Production Manager to assure highest quality control and customer satisfaction.
- Set up reorder parameters and issued PO's for raw material to maximize cash flow while assuring adequate inventory for production
- Developed wholesale & retail pricing structures for maximum profit while maintaining sales growth
- Prepared & reviewed monthly & annual financial statements for the owners and corporate accounting for yearend tax preparation
- Contacted regular & prospective customers to explain products & solicit orders
- Managed Account Receivables to maximize cash flow

- Coordinated new web site design and online store to allow for direct sales
- Was available 24/7 for communication with ropers & industry contacts

**Pro Equine Products / Pro Equine Group**  
*General Manager*

**Pleasanton, TX**  
*June 2008 – June 2011*

- Worked directly with overseas factories to develop new products
- Collaborated with Trevor Brazil to develop the Relentless line of equine boots & apparel
- Collaborated with major Reiners to develop new product
- Provided personal booth space at WESA Denver Market for promotion of company & products
- Worked with Marketing Director to develop & implement product marketing strategies including catalog, advertising and sales promotions
- Determine goods to be sold and set prices for maximum sales
- Developed early booking program for winter blankets
- Managed staff, preparing work scheduling and assigning specific duties
- Reviewed monthly & annual financial statements and present reports to the owners and corporate office
- Managed and assisted independent sales representatives
- Contacted regular & prospective customers to explain products & solicit orders
- Prepared Annual Operating Budgets and Strategic Long range strategic business plans

**Cactus Ropes / Pro Equine Group**  
*Assistant Manager/ Controller*

**Pleasanton, TX**  
*May 1996 -June 2008*

- Assisted Cactus Ropes manager with all duties
- Assisted in the design and supervised the rebuilding of entire facility after fire destroyed plant.
- Collaborated with management to prepare Annual Operating Budget
- Reviewed monthly & annual financial statements and present reports to the owners and corporate office
- Managed and assisted independent sales representatives and insides CSR staff
- Redesigned warehouse for optimum shipping efficiency
- Contacted regular & prospective customers to explain products & solicit orders
- Prepared both annual operating budgets and strategic long range strategic business plans

**Moorman Feed**  
*Sales Representative*

**Pleasanton, TX**  
*Aug 1995-May 1996*

**LS Feedyard**  
*Manager /Owner*

**Hart, TX**  
*Jun 1980 – May 1995*

**Education**

**Texas A & M**    *BS Animal Science Dec 1977*

**Additional Information**

- WESA Member since 2001 with 32 points
- Experienced in Sage 100, QuickBooks, Microsoft Excel, Word & Power Point.