

Contact

Sedona Arizona
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www.linkedin.com/in/rick-sperry-sellsedona (LinkedIn)
sperryr.com (Personal)
SellSedona.com (Company)
Sedona-Lifestyle.com (Other)

Top Skills

Leadership
Digital Photography
Aerial Photography
Marketing

Publications

All About Sedona

Rick Sperry

Founding Partner at SellSedona.com - Sheri Sperry Realtor®
Sedona Arizona, 86336

Summary

Currently, I assist my wife in her Sedona real estate career. I am not an Arizona licensed real estate agent but I partner with her in all media and marketing decisions and help with client services. Sheri's sellers get a professional photographer and digital marketing expert to assist in selling their home for the best possible outcome.

My 35+ year career at UPS afforded many opportunities that most people do not get in a lifetime. Some of the highlights include:

Facilitator and Lead Instructor - 4 Service & Quality workshops at Cal Poly U for 700 mgmt. - one of my most enjoyable assignments.

The ability to develop a keen sense of analyzing data, creating routines & processes to improve business trends, cost reduction & efficiency as well as the delegation of tasks, job assignments & accountability f/u. Skills necessary to generate realistic action plans.

I bridged adversarial relationships by creating an atmosphere of trust & respect, most notably, a positive relationship with Teamster leaders over decades.

Another opportunity was ongoing education. I went to many workshops, one of which was a Harvard University Business School 80 hr leadership curriculum.

Traveling the country, I observed how methods and processes are applied locally, and how results were achieved using various mgmt. styles.

While creating SECAL Dist:

Autonomy to design service priorities, a service eval. training prog. for mgrs. to self-evaluate their operation was implemented t/o the Pacific Reg. It received corporate notice along with a computerized

Driver Dispatch Report, Preload Diagram, Seq. Range Chart and Pre-work Communication Meeting (PCM) for Hazardous Waste.

I believe the most important asset is the people you work with. Job 1 is coaching, training and developing your people.

Specialties:

35 yrs. in a union shop, 7 yrs. as a Teamster, 28+ yrs. in mgmt. My mediation skill comes from an astute ability to see both sides of a situation and develop an appropriate solution that is in the best interest of all parties.

Experience

SellSedona.com - Sheri Sperry Realtor®

Founding Partner

February 2011 - Present (9 years 7 months)

Sedona, Arizona

- Real Estate Media and Marketing including Professional Photography and Video
- Brand development, web site traffic growth, web site design, and SEO
- Oversee all aspects of technology
- Strategic Consulting, including business plan, sales & marketing strategy development

Disclaimer: Sheri Sperry is a licensed Arizona REALTOR® - Rick Sperry is not a licensed REALTOR®

UPS

UPS Executive

June 1971 - March 2007 (35 years 10 months)

Pacific Region including districts - Metro LA - SoCal - Southeast Cal & Hawaii

Worked or managed in all departments except Automotive including:

*Operations (Hub & Package). I managed 7 different package centers dealing with heavy residential, commercial, metropolitan and rural areas including satellite centers, 3 hub operations including premium packages (air) with responsibilities of 150+ employees & 35 supervisors handling safe delivery of up to 150,000 packages a day. In two separate areas, I was responsible for the day-to-day operations of all employees as well as functions and operation of the facility including the vehicles.

- * Department Head and Senior Staff member - District Quality Manager in Southeast Cal. (direct report to District Mgr, 5000+ employees)
- * Department Head - Training & Retention - Ontario Air & Hub Divisions
- * Co-coordinator of team responsible for the installation of new building - San Bernardino, which domiciled Redlands Center and a new center - Euclid (loaned to IE)

District wide positions included:

- *District Quality Manager
- *Chairperson - District Quality Council - consisting of District Operation & Transportation Mgrs & Senior Staff
- *District Damage & Claim Manager (F)
- *District Service Evaluator & Auditor (all departments and operations) (F)
- District Dangerous Goods Compliance & Risk Management Coordinator & Liaison to FAA (Air/PE)
- *District Hazardous Waste Compliance & Risk Management Manager - (BD/F)
- *District Management Quality Trainer (Head Trainer) (HR)

(*) - Start Up Operations

Abbreviations - (HR - Human Resources) (PE - Plant Engineering) (IE - Industrial Engineering) (F-Finance) (BD - Business Development)

Education

University of Redlands - Redlands CA

BSBAM, Management, Business & Marketing · (1992 - 1996)

California State University at Fullerton CA

Business and Marketing · (1972 - 1974)

Mount San Antonio College - Walnut CA.

Commercial Flight & Airport Management · (1970 - 1972)