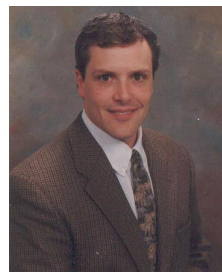


ROBERT FUHR, CBCP

HISTORICAL PERSPECTIVES

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*"If this was the only session I attended, it
was worth the price of the conference!"*
- IBM Summit Attendee



Robert Fuhr, CBCP

Robert Fuhr is regarded as a dynamic and credible speaker whose passion for history and dedication to emergency preparedness never fails to energize an audience. His expertise is the result of twenty-six years in fields related to incident response and prevention. In addition to a sixteen-year career in business continuity, Robert served as a member of the emergency services for more than fifteen years. His planning experience includes the development and testing of risk management and incident response plans for businesses, government institutions, schools, communities, and special events.

As a firefighter-paramedic, Robert responded to a wide range of emergency situations. Over the course of his fifteen-year tenure, he held command positions in the fire, rescue, and emergency medical services. His experience covers a broad spectrum that includes natural disasters, mass casualty accidents, large-scale evacuations, deliberate attacks, hazardous material incidents, and multiple alarm fires.

During eleven years with Iron Mountain, the world's largest provider of off-site information protection, Robert advanced rapidly to lead a number of sales, service delivery, and customer support operations. Robert had overall responsibility for multi-million dollar operations and also led the nation's top sales force. He worked closely with Fortune 500 clients and participated in a significant number of actual business recovery operations. His first hand experience includes the 1993 World Trade Center bombing, Hurricane Andrew, the Northridge Earthquake, and other well known disasters.

Robert holds a degree in Psychology and Industrial & Labor Relations, as well as a number of training and industry certifications. He earned designation as Certified Business Continuity Professional (CBCP) in 1997 and has been active in a number of business continuity and incident response related organizations. Robert is also certified as a sales trainer and consultant.

In 1998, Robert combined his diverse professional background with a life-long interest in history to create Historical Perspectives. His unique and motivational presentations translate lessons from famous historic events into practical ideas for business continuity planning and emergency preparedness. Attendees routinely describe his sessions as being as entertaining as they are informative. He personally conducts all research and field study involved in developing his presentations and customizes every program to meet the needs of each client.

In addition to Historical Perspectives, Robert operates a successful sales training and consulting practice that specializes in risk management, business continuity, and emergency response related products and services. He also offers a one-day seminar designed to help business continuity and incident response professionals use proven sales techniques to secure resources and commitment for their initiatives.

