

# ***ROBERT FUHR, CBCP***

## **HISTORICAL PERSPECTIVES**

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*"Bob Fuhr ranks as the best in the business. He is clear, concise, interesting, and informative.*

- John Marshall  
Tektronics



**Robert Fuhr, CBCP**

Robert Fuhr is regarded as a dynamic and credible speaker whose passion for history never fails to energize an audience. His expertise is the product of sixteen years in general management, account management, sales, and sales management. Before entering the corporate workforce, Robert served as a member of the emergency services for more than fifteen years.

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 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.

As a firefighter-paramedic, Robert responded to a wide range of emergency situations. Over the course of his fifteen year tenure, he rose to 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. Robert's background in business continuity and the emergency services allows him to provide a rare perspective on managing tasks and people under difficult circumstances.

Robert holds a degree in Psychology and Industrial & Labor Relations, as well as a number of training and industry certifications. He is a certified sales trainer and consultant who also earned designation as Certified Business Continuity Professional (CBCP) in 1997.

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 meeting modern day challenges. 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. His customers include small start-ups and members of the Fortune 500. They cover a broad spectrum of industries represented by clients ranging from Standard & Poor's to MTV Networks.

