

Alistair J. Sterling

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PROFESSIONAL SUMMARY

Results-driven Rental Service Lead with over 10 years of experience managing multi-million pound machinery fleets. Proven expert in contract negotiation, loss prevention, and technical equipment consulting. Dedicated to maintaining 98% inventory accuracy and driving repeat business through superior technical support and industry knowledge.

WORK EXPERIENCE

Senior Rental Service Manager | Loxam Pad | Manchester, UK

Feb 2019 - Present

- Standardised rental workflows for a £35M fleet of industrial power and HVAC equipment.
- Increased regional annual revenue by 18% through the development of a strategic account management programme for tier-1 construction firms.
- Reduced equipment turnaround time by 30% by integrating real-time GPS tracking with maintenance schedules.
- Negotiated national service contracts with four key vendors, reducing maintenance costs by 12% annually.
- Mentored a team of 12 hire desk agents, achieving the highest customer satisfaction rating in the North West for two consecutive years.

Hire Sales Supervisor | HSS Hire | Birmingham, UK

May 2014 - Jan 2019

- Managed daily hire operations for earthmoving machinery and specialised access platforms.
- Executed complex lease agreements for heavy industrial projects, ensuring 100% accuracy in insurance and liability documentation.
- Implemented a digital damage-tracking protocol that resulted in a 40% increase in successful damage claim recoveries.
- Optimised inventory levels using predictive analytics, maintaining a 94% fleet utilisation rate during peak seasons.
- Organised safety training workshops for clients, reducing on-site equipment incidents by 15%.

Rental Service Coordinator | Speedy Hire | Leeds, UK

Mar 2011 - Apr 2014

- Facilitated the hire process for high-demand goods including generators and specialized pneumatic tools.
- Processed an average of 45 transactions daily with zero discrepancies in financial records or billing cycles.
- Conducted detailed pre-delivery inspections to ensure all machinery met rigorous manufacturer safety standards.
- Collaborated with the logistics team to coordinate the delivery and collection of equipment across a 50-mile radius.

EDUCATION

University of Salford | BSc (Hons) | Logistics and Supply Chain Management

Sept 2007 - Jun 2010

Manchester College | Level 3 Diploma | Construction and Plant Operations

Sept 2005 - Jun 2007

SKILLS

Heavy Machinery Procurement, Inventory Management Software (ERP), Preventative Maintenance Tracking, Asset Lifecycle Management, Health & Safety Compliance (HSE), Contract Negotiation, Insurance Verification, Revenue Optimisation, Loss Prevention, Credit Control & Billing

CERTIFICATIONS

Certified Hire Professional | European Rental Association (2016)
IOSH Managing Safely | Institution of Occupational Safety and Health (May 2020)

LANGUAGES

English (Native)
French (B2 - Upper Intermediate)

ACTIVITIES

Hire Association Europe (HAE) Member

Active participant in regional fleet management workshops and technology panels.

Balfour Beatty Community Volunteer

Provide equipment coordination and logistics assistance for local community build projects.

CV example from guide at vitae.so