

# Alistair J. Sterling

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## PROFESSIONAL SUMMARY

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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

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### 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

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### 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

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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

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Certified Hire Professional | European Rental Association (2016)

IOSH Managing Safely | Institution of Occupational Safety and Health (May 2020)

## LANGUAGES

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English (Native)

French (B2 - Upper Intermediate)

## ACTIVITIES

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### **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.