ROBERT FINK
Chief Growth Officer

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"The work my team and I are accomplishing at Surgere is changing the way the supply chain is managed. By introducing technology and associated software that is capable of delivering actionable insights to our customers, we have enabled them to eliminate time spent investigating issues. We have empowered them to move directly to solution implementation through the provision of data with impeccable integrity."

As Chief Growth Officer, Robert "Rob" Fink works with the CEO to cultivate the overall corporate strategy.

Rob leads sales, marketing, and the positioning of domestic and international growth. This involves the creation and implementation of both short- and long-term strategies that position Surgere for expansion. His strategic vision permeates the company, provides organizational focus, and drives innovation.

Rob has been with Surgere since 2014 starting as the Director of IT and promoted to VP of Technology, Chief Data Officer, Executive Vice President and is now Chief Growth Officer.

Rob has launched several successful custom software builds and the creation of new products for clients in the automobile industry. One new product is now a patented approach to localization that fuses GPS and RFID to locate finished vehicles in a yard within a two-foot level of accuracy.

Rob has deep expertise in problem resolution, specifically through the creation, customization, and deployment of technology to solve issues in the supply chain. He has twelve years of experience in custom software development, sales, and support. He has another six as the COO of a national service company. This unique background enables him to understand wide-ranging business challenges and identify the best applicable solution to solve and drive change. His experience allows him to formulate corporate strategy and vision.

Previously he was the VP of Technology at Real Time Intelligence (RTI) where he managed a development team and served as the solution architect and sales lead.

Surgere is an industry pioneer leveraging IoT technology to revolutionize the supply chain. Surgere knows the challenges and has engineered innovative secure technology, patented software, and certified hardware to consistently deliver 99.9% data fidelity. Surgere expands visibility into the physical supply chain supporting many of the world's leading industries.