
C. Ross White

Danville, CA (925) 388-6672

rwhite.career@gmail.com

<https://www.linkedin.com/in/ross-white-5401a15/>

CAREER PROFILE

An experienced and highly organized sales & aviation professional with over 15 years of progressive experience in fast-paced, deadline-driven environments. Known for exceptional communication skills, ethical relationship-building, and proven leadership that includes mentoring and guiding teams. Highly organized and goal oriented, I have succeeded within large organizations to deliver excellent results.

OBJECTIVE

Seeking a highly rewarding and challenging new chapter in career advancement, specifically in the aviation industry. Prioritizes a leadership culture that values transparency, employee empowerment, and an employee-first approach. Equipped with over two decades of professional experience spanning sales, marketing, airport operations, and customer service, ready to add significant value to a new opportunity.

CORE COMPETENCIES

- Thrives in high-pressure environments, excelling at managing deadlines and adapting to rapid changes.
- Exceptional interpersonal and communication skills, fostering ethical and professional relationships.
- Demonstrated expertise in mentoring, hiring, and team management.
- Proficient in organizational tasks, including goal setting, budgeting, scheduling, and dependability.
- Strong leadership abilities in conflict resolution, delegation, and problem-solving.

TECHNICAL SKILLS

- Proficient with multiple versions of aviation software to track resource planning, data analytics for baggage, customer boarding, on time departures and safety.
- Proficient in Salesforce, Microsoft Office Suite (Excel, Outlook, PowerPoint), Google Docs, and Copper CRM.

PROFESSIONAL WORK EXPERIENCE

United Airlines - SFO Airport

Senior Ramp Supervisor

October 2022 – July 2025

Ramp Supervisor – AM Shift. Depending on the needs of the airport operations, I manage a team of fifty to one hundred or more ramp agents (RSEs) who are responsible for processing baggage, boxes, and cargo between baggage/cargo areas in the airport facilities and aircraft, as well as receiving and dispatching aircraft. In addition to my full-time duties as a Ramp Supervisor, I am the “point of contact” (POC) to investigate and complete the “OIS” paperwork and the compliance to workers comp insurance for all injuries/incidents that occur to our ramp employees during the AM shift. At times, this includes facilitating doctor meetings via telemed and transporting our employees to a medical clinic or hospital if needed. At the direction of my MD, I serve as the POC for airport construction and remodeling projects within UA area of ramp operation. Coordinating and attending meetings with stakeholders in other departments and reporting back to the Ramp leadership with updates and suggestions for improvement. Finally, I have been appointed the POC for the AM shift regarding all safety violations and incidents (GSAP program) that occur with RSE and ground service equipment. This role requires interviewing and investigating any incidents that occur and requires me to compile statements, paperwork and sometimes photos of each incident under investigation so that leadership can be better prepared to submit each incident to the safety committee at UA headquarters.

I am trained to operate as a UROC controller, plotting and constantly revising the manpower

assignments and times for the entire AM shift on the ramp. This role requires extensive operating knowledge of the UROC software, as well as eTa, and familiarity with ramp skills and which teams to plot for the best possible customer service of baggage and freight.

In just ten months at UA, and prior to being hired as a permanent supervisor, I was selected to join the 2023 Ascend Program out of 25 potential candidates at SFO. I completed the program as an "Ascend / Upgrade" supervisor on the ramp at SFO in October 2023. I worked with mentors and work with senior ramp supervisors daily on the assigned responsibilities of a ramp supervisor.

My first six months at UA I was a ramp service employee (RSE), responsible for processing baggage, boxes, and cargo between baggage/cargo areas in the airport facilities and aircraft, as well as receiving and dispatching aircraft. Perfect attendance (180 days) during RSE probation period. No deductions on attendance points, zero sick days during probation.

RW Capital Group Inc.

June 2018 – October 2022

Managing partner and founder of boutique commercial real estate brokerage focusing solely on retail tenants and retail assets here in the San Francisco Bay Area. Day to day focus is on clients and executing their plans for retail expansion, disposition of retail assets as well as ongoing management, asset sales and leasing of all types of retail shopping centers.

- **UPS Store** (Ongoing – 5+ locations to date)
- **Domino's Pizza** (Ongoing – 5+ locations to date)
- **Landlord Representation** (Ongoing) Representation of numerous developers/landlords that own both anchored and unanchored shopping centers in the east bay. Client responsibilities include sales and leasing of owned assets, CAM/NNN reconciliations, property management and lease renewals
- Ground up construction and leasing of a WinCo anchored retail center in the east bay. Responsible for 30,000 square feet of new retail pad sites developed and leased. Landlord representation in the sale and ground lease of several pad/outparcel sites to users
- Investment sales – numerous assets sold for landlord clients. Experience with sales contracts, 1031 exchanges and ground lease contracts
- Business Development – as a deal junkie and entrepreneur, ongoing prospecting for new business, cold calling and maintaining relationships with industry decision makers and sourcing new business for my brokerage.
- Created and maintain an extensive CRM with proprietary data on local and national brokers, landlords, vendors and additional industry executives.

JLL (Jones Lang LaSalle)

June 2015 – May 2018

JLL is a 250-year-old commercial real estate brokerage that has been a trusted partner to organizations who want more value from the commercial real estate they own, use and invest in. 70,000+ employees in 80 countries, tackling local, regional and global real estate challenges for corporates and investors of all sizes.

Vice President, Retail Team

Senior member of retail team in the San Francisco Bay Area. A sampling of my achievements with JLL....

- **Five Guys Burgers** – Exclusive representation (10+ locations) in San Mateo, Contra Costa and Alameda counties. Site selection, lease negotiations, site tours, and preparation of detailed presentations for real estate committee approval by Five Guys corporate officers
- **Blue Line Pizza** - (Ongoing – 5+ locations to date). Performing site selection, competition analysis and directly negotiated LOI and lease documents on behalf of my client against local and national landlords.
- **Top Golf** – Exclusive representation of Top Golf for site selection of San Francisco Bay Area location. Reported directly to Top Golf executives in Dallas. Sourced and negotiated the

current Top Golf Burlingame location that is planned for a 2024 opening. Routinely represented Top Golf in front of Burlingame City officials and community groups during hearings and council meetings.

- **USPS** – (10+ Northern California locations) Lease negotiations, comp analysis and lease renewals on high-profile post office locations as part of a national JLL representation team working for the USPS

SRS Real Estate Partners

February 2010 – June 2015

SRS is the largest commercial real estate brokerage in North America exclusively dedicated to retail services. Representation of clients on ground up, redevelopment, relocation and assisted new concepts coming into California for the first time.

Developed a deep understanding of best practices for urban leasing, market expansion, development and construction which provide an added value for clients, ensuring successful results.

First Vice President, Retail

Member of SRS Retail Real Estate team in San Francisco. Examples of a portion of my work at SRS.....

- **BevMo** – (15+ locations throughout Northern & Central California) trade area analysis, site selection, lease negotiations. Worked directly with the BevMo Vice President of Real Estate on weekly basis
- **Dress Barn** - (10+ new locations throughout the Bay Area) – Reported to the Vice President of Real Estate with responsibilities of identifying new sites, presentations to the real estate committee as well as the creation and negotiation of LOI and lease documents on behalf of the client.
- **Freebirds World Burrito** – (15+ locations throughout Northern California) Represented Freebirds entry into the Northern California market. Performed extensive analysis to establish the high priority trade areas for Freebirds initial locations throughout Northern California. Site selection, LOI and lease negotiations, monthly presentation of complete site packages to Freebirds real estate committee for approval.
- **Patxi's Pizza** – (5 new locations throughout the Bay Area) Reported directly to the Patxi's CEO and founder, working on all site selection, site analysis and LOI and lease negotiations on behalf of Patxi's.
- **Dunkin Donuts** (3 new locations throughout the Bay Area) Analysis of over one hundred potential locations for DD corporation. A great learning experience, pitched and negotiated with both local and national landlords on behalf of DD, ultimately DD corporation pulled out of their plans for any future expansion in the Bay Area.

EDUCATION

Economics – University of Utah, College of Social & Behavioral Science.

VOLUNTEER EXPERIENCE / LEADERSHIP

ICSC Northern California – NextGen Leadership Committee

JLL Leadership – JLL National Retail Leadership Council, Chairperson

San Ramon Valley Christian Academy – Safety Team Leadership

Vista Grande Elementary School Danville, CA – Fundraising Committee member for the school-based Falcon Fund which raises supplemental funds for science, technology and music classes at Vista Grande Elementary School.

Community Presbyterian Church (CPC) Danville, CA – Serve Day Church Volunteer – since 2011

Elyse Pantke White Foundation – When I lost my wife to breast cancer, I founded a non-profit 501c3 organization that raises funds for breast cancer research and cancer survivors. Since 2009 the all-volunteer foundation has raised over \$200,000.