



Bobby R. Monroe, Jr.

Bearing Advisors | Assistant Vice President, Business Development

Areas of Expertise

- **Business Development.** Mr. Monroe has a proven track record of driving revenue growth and crafting innovative sales strategies, most notably during his tenure at HdL Companies. Mr. Monroe excels at building long-term client relationships, navigating competitive markets, and delivering consistent, measurable results. His expertise spans market analysis, lead generation, and pipeline optimization – key components that enable sustainable growth and profitability for organizations.
- **Financial Services.** With a passion for driving profitability and maximizing revenue streams, Mr. Monroe brings a strategic and results-oriented approach to financial services. As a seasoned Director of Sales, he leverages his deep knowledge of revenue enhancement, market expansion, and sales performance optimization to strengthening financial outcomes and support scalable business growth.
- **Government Relations.** While at HdL Companies, Mr. Monroe collaborated extensively with municipalities to identify and implement revenue-enhancing initiatives. By aligning municipal goals with actionable strategies and fostering public-private partnerships, Mr. Monroe's efforts have directly contributed to economic development.
- **Sales Performance and Growth Strategy.** Mr. Monroe specializes in developing and executing high impact sales strategies that increase market share and drive to accelerate revenue growth.

Professional Experience

- **Bearing Advisors, LLC,** Assistant Vice President, Business Development, 2025-present
- **HdL Companies/DataMax,** Director of Sales, 2016-2025
- **Medical Hair Restoration/Koher,** VP of Sales, 2008-2016
- **Euro Imports,** Owner/Operator, 1996-2008
- **Mastercard,** Sales Director, 1989-1996