

ROBERT L. ROHRER

SENIOR VICE PRESIDENT, SALES AND MARKETING



Bob Rohrer has a broad background in sales and marketing—including all phases of advertising, sales promotion, public relations, and market research. He has overall sales and marketing responsibility for both American Retirement Corporation, and all ARCM clients.

Prior to joining ARC in 1984, Rohrer was Senior Vice President and General Manager for a division of Ryder System, Inc., providing financial services to the transportation industry. Prior to that assignment, Rohrer was Vice President, Marketing for Ryder's interstate retail services division.

Before joining Ryder, Rohrer was Vice President, Sales and Marketing for the largest operating subsidiary of AMF, Inc., having risen to that position after a number of years as a Regional Sales Manager and General Sales Manager.

Earlier in his career, Rohrer also held sales and marketing management positions with the Cessna Aircraft Company and RCA Corporation. Additionally, he also served in major account service roles with two international advertising agencies—N. W. Ayer and Ketchum Communications.

Rohrer holds a Bachelor of Science degree in Business Administration from the University of Southern California; he has also completed the "Strategic Marketing Management" program of the Harvard University Graduate School of Business Administration.