

EMPLOYEE SPOTLIGHT

Errick Bradley

What is your role at RRF?

Robotics Sales Specialist

Tell us a little about your background?

I spent the early parts of my professional career in the fitness industry. I have been a personal trainer for 11 years, managed gyms, and even opened a gym of my own in 2019. I started my career in automation with SMC, where I focused on pneumatic automation for over 3 years. From there, I worked for another motion control distributor, and for a uniform/facility services company where I worked as an outside salesperson.



What brought you to RRF?

The opportunity to get back into automation and the ROBOTS.

What strengths do you bring to this job that makes you a valuable resource to your customers?

I think my competitive nature, love for sales, and my creativity in applications are strengths that will help me be successful in this role. I believe these things will also bring added value to interactions with my customers.

What are some key lessons you have taken from your career thus far?

I have learned how to take NO with a grain of salt. I have learned to always be working towards a goal and to never settle for how things are. I've learned that to ever grow personally/professionally, you have to become comfortable being uncomfortable.

Describe some of your hobbies – what do you like to do outside of work?

I LOVE anything to do with golf, I could golf every day. Other than that, I love spending time with my 4 children, spending time with my wife, and coaching Baseball, Soccer, Gymnastics and Tumbling. Whatever I can do to keep myself moving, I enjoy.



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What is one thing your customers might find surprising about you?

The fact that my wife and I somehow manage to raise 4 children, both work full time, coach numerous sports and teams, keep active and healthy, and still find time for each other. Honestly, this is something that surprises me daily as well.