



Fine Tune Appoints Decorated Pest Control Industry Guru Keith Robinson to Lead New Service Offering

Industry veteran and Board Certified Entomologist to advise major and national clientele on the negotiation, auditing and ongoing management of pest control services

CHICAGO, Ill. – Oct. 2, 2019 – [Fine Tune](#), a provider of ‘nuisance expense’ management solutions, announced today it has appointed Keith Robinson as its Vice President of Pest Control Services. In this role, he will help customers negotiate, audit and manage “nuisance expenses” related to complex pest control contracts.

“Keith’s nearly 30 years of experience in the pest control industry will prove invaluable to organizations that continue to struggle with this nuisance expense. As a Board Certified Entomologist who has spent his entire career in the industry, Keith has a deep understanding of both the scientific and technical aspects of the category and also the business side of the expense—the supplier practices, the contracts, the ‘tricks of the trade,’” said Rich Ham, CEO of Fine Tune. “This is a game-changer for our clients within this category. It shifts the playing field dramatically to their advantage in a problematic expense category.”

Keith has a demonstrated history of accomplishment over his 28-year career. He most recently served as Vice President, Operations, Training, Quality Assurance, Food Safety, at ABC Home & Commercial Services. In that role, Keith led all commercial pest management operations in North Texas, East Texas, and Oklahoma.

A recognized leader in pest management as it relates to food accounts, Keith was instrumental in developing and rolling out food safety programs for national chain accounts across the United States.

Rich continued: “Keith is one of fewer than 600 Board Certified Entomologists in the US, most of whom are academics. It’s rare to find a BCE with Keith’s level of business savvy. What this means for our clients is that our contacts in procurement departments can drive savings in a category they’re not likely tackling in a particularly strategic manner. At the same time, field-level operators and QA contacts—who have historically relied on their suppliers to advise them in this area—will now have an advocate on their side with their interests in mind, rather than a supplier who wants them to spend as much as possible.”

Prior to ABC Home & Commercial Services, Keith founded and ultimately sold his own pest control company. He also spent 17 years in various roles at Terminix and served as a Regional Sales Manager for Copesan, where he managed operations and logistics for food processing and food distribution national accounts.

Keith holds over 15 industry licenses and certifications related to pest and food safety which are found on his [LinkedIn page](#).

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About Fine Tune

Headquartered in Chicago, Illinois, Fine Tune partners with companies to source, negotiate, manage and audit certain 'nuisance expense' programs. Led by executive-level industry insiders, Fine Tune has also developed proprietary auditing software which monitors client invoices to ensure adherence with the implemented agreements. Several of the world's most recognizable brands have chosen Fine Tune, including Cargill, Pep Boys, Siemens, Advance Auto Parts, Caterpillar, and MilliporeSigma. For more information, visit www.FineTuneUS.com.

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