

Keynote Speaker and Author Rocky Romanella of 3Sixty Management Recently Featured on Close Up Radio

MONROE TOWNSHIP, NJ, UNITED STATES, April 14, 2025

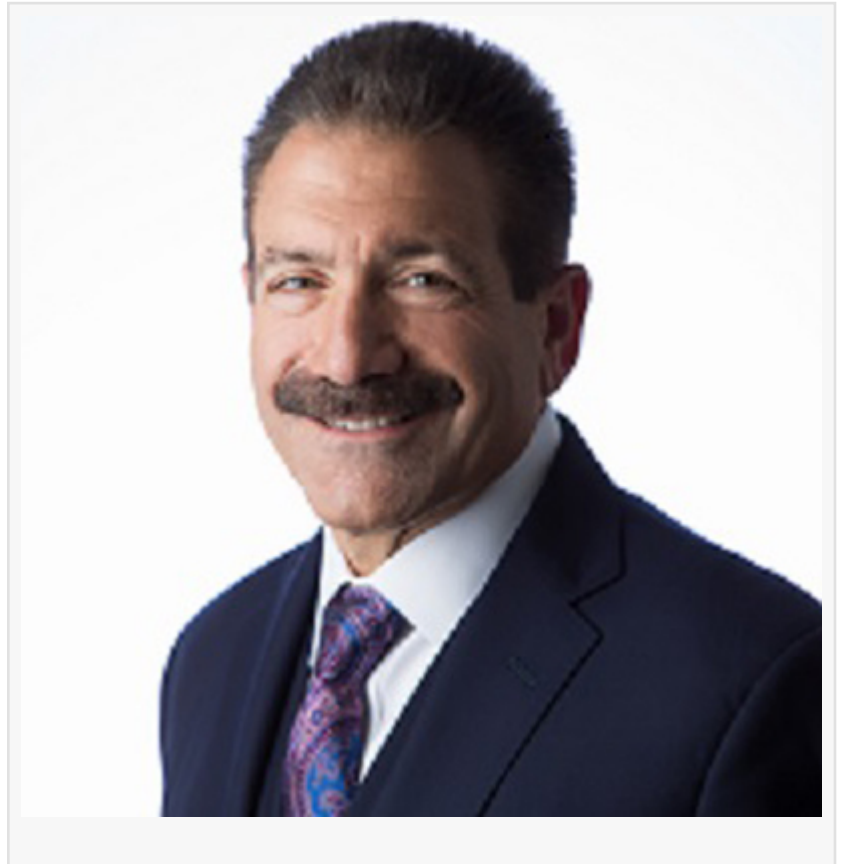
[/EINPresswire.com/](https://EINPresswire.com/) -- A respected veteran of the corporate world with a storied career at UPS, Rocky Romanella is making waves as a dynamic keynote speaker and the author of his acclaimed book "Tighten the Lug Nuts: The Principles of Balanced Leadership." As the founder of 3Sixty Management Services, Romanella channels his rich professional experiences and insights into transformative leadership training and keynote addresses, captivating audiences with his unique blend of humor, practicality, and inspiration.

Romanella's career is a testament to perseverance and vision. Beginning his journey at UPS as a part-time worker unloading trailers, he embraced the company's promotion-from-within policy to rise through the ranks, ultimately retiring as a highly respected senior leader and CEO. His journey underscores the power of embracing opportunities and consistently striving for excellence.

A Legacy of Innovation and Leadership

At UPS, Romanella's career was distinguished by several pioneering achievements. Notably, he played a critical role in the acquisition and rebranding of Mail Boxes Etc. to The UPS Store, marking one of the most significant rebranding efforts in franchise history. This initiative was not just a strategic pivot but a bold, voluntary transformation that set a new standard in franchise management.

Romanella further demonstrated his strategic talent by spearheading the formation of UPS



Supply Chain Solutions, integrating over 20 acquired companies to extend UPS's footprint in North America and beyond. His recommendations led UPS into the healthcare sector, a move grounded in a philosophy he helped to articulate: "These are not packages; these are patients."

Such initiatives illustrate Romanella's ability to navigate complex changes and foster innovation, leveraging a philosophy that balances customer centricity, employee value, and ownership principles—cornerstones of his "Tighten the Lug Nuts" approach.

Empowering a New Generation of Leaders

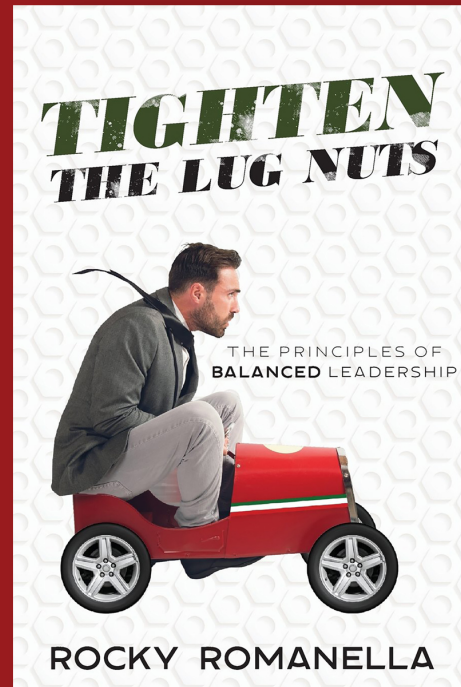
Today, as a keynote speaker and consultant, Romanella shares these transformative insights with organizations across industries through 3Sixty Management Services. His engagements, characterized by a blend of storytelling, humor, and practical wisdom, offer audiences actionable strategies to integrate balanced leadership into their business models.

His book, "Tighten the Lug Nuts," serves as both a narrative and a handbook, offering readers a collection of powerful lessons drawn from real-world experiences. Written through the third-person perspective of a fictional character, Joe Scafone, the book provides a compelling and relatable approach to understanding the nuanced responsibilities of leadership.

One of the book's central tenets involves navigating life's dichotomies—distinguishing between

3 SIXTY^o

MANAGEMENT SERVICES



'nice to do' and 'need to do' decisions—a concept Romanella explores passionately in his speaking engagements.

Leadership with Empathy and Vision

At the heart of Romanella's philosophy is the belief in leadership as a means of empowerment rather than mere management. His teachings emphasize empathy, trust, and the importance of allowing leaders to inspire while enabling their teams to grow.

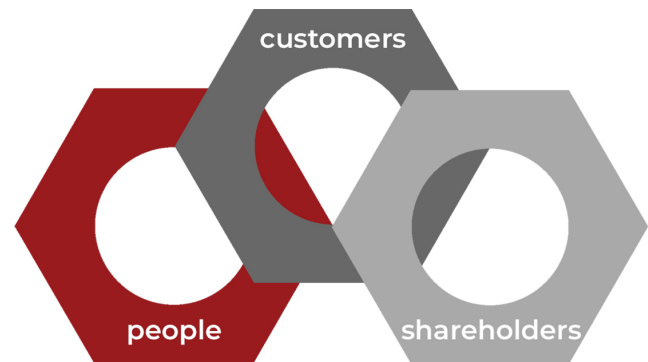
Interactive sessions, such as strategy workshops and leadership training courses led by Romanella, guide organizations towards fostering cultures where individuals think like customers, feel valued, and act like owners—all integral components of the balanced leadership model.

A Resource for Growth and Transformation

For businesses and professionals seeking to unlock their full potential, the wisdom of Rocky Romanella provides a road map to achieving sustainable success. From his podcast, "Leadership Library," offering bite-sized wisdom for leaders on the go, to interactive workshops and strategic consulting, Romanella's offerings are as diverse as they are memorable.

Through his vibrant storytelling and deep understanding of corporate dynamics, Rocky Romanella is inspiring a new generation of leaders to build bridges to the future, rooted in thoughtful innovation and strategic foresight.

As a seasoned practitioner who has successfully navigated the crosscurrents of business



innovation and leadership evolution, Rocky Romanella stands out as an influential voice. With humor and heart, he continues to challenge, inspire, and lead by example, proving that true leadership is about much more than just guiding teams—it's about transforming mindsets and cultivating future visionaries.

Close Up Radio will feature Rocky Romanella in a two-part interview with Jim Masters on Tuesday, April 8th at 1pm EST and with Doug Llewelyn on Tuesday, April 15th at 1pm EST

[Listen to the Podcast](#)

<https://podcasts.apple.com/us/podcast/part-1-close-up-radio-spotlights-keynote-speaker-and/id1785721253?i=1000702870384>

<https://www.iheart.com/podcast/269-close-up-radio-242020413/episode/part-1-close-up-radio-spotlights-272111728/>

<https://open.spotify.com/episode/3xzHFC39khhMdRBa1FDSWA>

For more information about Rocky Romanella, 3Sixty Management Services, and “Tighten the Lug Nuts,” please visit <https://www.3sixtymanagementservices.com/>

Lou Ceparano

Close Up Television & Radio

+ +1 631-850-3314

[email us here](#)

Visit us on social media:

[Facebook](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/801872799>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.