

## SUMMARY OF QUALIFICATIONS

**Experience:** Over 20 years of progressive success in sales, sales management, and executive leadership.

**Track record:** Successful history of growing profitable business and turning around sales teams and territories.

**Profile:** Inner drive to achieve results and succeed. High customer focus. Team player and builder.

## CORE COMPETENCIES

Executive Leadership	Sales Management
Management courage	Customer facing skills
Organization skills	Consultative selling
Tough decisions	Training
Vision	Strategic planning
Total cost of procurement	Time and territory management
Recruiting & selection	Performance management
Budgeting/P&L	Execution & implementation
Communication skills	Business development

## PROFESSIONAL HISTORY

### **Builder's Club Group**

**2003 to Present**

*Sales and Marketing Company focusing on increasing sales and improving accounts receivables through incentive, rewards, loyalty, and relationship building systems in the home building and remodeling industry. Partnering with 300+ companies throughout the distribution channel, we collectively drive the behavior of the home builder. Sales of \$3.0m in 2008.*

#### **Senior Vice President**

**Scope:** Sales, customer service, and marketing. 10 direct sales people. Serve as primary support to President in a broad range of business issues.

- **Restructuring opportunity.** Was hired to manage an ineffective, outdated sales staff: rebuilt and reassigned team; achieving a 40% reduction in sales expenses in 2 years which prepared us for a massive housing downturn. Company now well positioned for growth in existing and new markets.
- **Simplified sales message.** Recognized the need to speed up the addition of new business and the learning curve for new hires. Designed a process focusing on simplicity and big picture benefits for the prospects. This resulted in a steady flow of new accounts, a learning curve that was cut in half and the defection rate for our top accounts (formerly a problem) all but disappeared.
- **Overcoming bad market.** Faced with market conditions that were twice as bad as the worst predictions, we took two main initiatives on simultaneously: lowering fixed expenses and calling on all top accounts to strengthen relationships while test ballooning new products and services. Downsized sales team and office staff. Reduced vendor contracts. Lead generation has doubled through product offerings.

---

**Guardian Building Products Distribution****1989 to 2003***\$4B International manufacturer and wholesaler of building materials*

(Originally API Supply Co., purchased by Cameron Ashley Building Products, purchased by Guardian)

**2002-2003 National Accounts Manager (simultaneous)****1999-2003 Regional Sales Manager**

**Scope:** Built and led team approach to the multi-billion dollar national accounts. In Regional role, managed 25 to 30 outside salespeople working out of 9 to 13 warehouse branches. Drove new product launches. Developed and managed regional account strategy.

- **National Accounts.** Tapped to develop a national accounts system for a manufacturer who had purchased a company of wholesale distribution. Created a team to address the needs. Focused on meeting needs of customers. Achieved a 50% sales increase in the first full year.
- **Helping the customer increased sales.** A fragmented approach to multi-location accounts was hurting Regional sales. Built a new team. Changed sales strategy. Initiated substantial internal communication. Focused on increasing profitability for the customer and new business rolled in. Sales doubled after the second full year from \$12M+ to \$25M+ and the rebates as a percentage of sales were down by 1/3%.
- **Commission plan invigorated sales.** Inherited an ineffective sale commission plan. Researched the best way to increase sales, profits, and morale and then effectively reinvented a structure that accomplished the goals. Achieved a reinvigorated sales department and a reduction of commissions as a percentage of sales.
- **Exit Strategy.** Faced with having to improve or remove underperforming assets to prep a business for sale. Initiated and accelerated a plan that closed and consolidated some warehouse facilities and realigned sales and service territories. This resulted in a successful sale and increased future profits for the newly formed region.

**1989-1999 Territory Manager**

**Scope:** Managed lumber yard accounts primarily in MN

- **Sales turnaround.** 2 year old company had no "face" in the marketplace and needed outside sales coverage. Began calling on about 200 customers in western half of US, telling our story. Sponsored 2 customer appreciation events. Grew sales 20% in year 1. Grew sales from \$14M to \$38 M over 9 years.

---

**Wheeling Corrugating Company, (div. of Wheeling Pittsburgh Steel)****1986 to 1989***Manufacturer of roof and floor deck and steel sheets for Post Frame construction industry***Manufacturer's Representative**

**Scope:** Promoted to outside sales territory covering Iowa and Nebraska, then promoted to larger territory covering MN and SD.

**Inside Sales**

**Scope:** Customer service partnering with outside sales.

**E D U C A T I O N**

Bachelor's Degree to be completed in the fall of 2009

U.S. Navy Submarine Service – Honorable Discharge 1979-1982