

Chris Tina Bruce

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Introduction

Entrepreneurial executive with over 20 years of experience managing sales, marketing, operations, personnel and merchandising. Motivational management style and reputation for building and retaining highly motivated sales teams, distributor networks, and manufacturers' representatives.

Summary of Qualifications

Sales Management: Managed twelve states, eight territory sales managers, seventeen distribution centers and over three hundred dealers. Responsible for complete sales, marketing in channel distribution in addition to the preparation and administration of sales, marketing and profit / loss budgets for the region.

Strategic Marketing: Developed and implemented the overall development of product promotions, placement and execution in the MidSouth Region. Created and managed an effective brand strategy to maximize sales, product mix, and market penetration which culminated in the complete repositioning of our brand, product line, and stocking dealer footprint.

Sales Management: Delivered double-digit growth in every sales position during my career. Sold to numerous clientele (small to medium businesses, home centers, lumber yards, dealers, distributors, manufactured housing, custom builders, and national accounts). Devoted to the Value Selling model.

Education

B.S., Georgia State University, Atlanta, GA
CPT, National Academy of Sports Medicine, Dallas, TX

Professional Experience

Peachtree Products Inc - Atlanta, GA National Sales Manager April 2010 - Present

Nutritional and fitness distributor and consultant of customized individual dietary nutrition and exercise programs focused on a healthier lifestyle.

Developed and launched the sales, marketing, and service strategy and business plan. The execution of the strategy and business plan resulted in significant customer growth, retention and profitability. Originated and launched a customer focused training sessions for all sales representatives. Developed internal quality metric system to ensure representative's consistence, effectiveness and service satisfaction. Obtained profitability, including servicing debt, in less than 6 months. In negotiations with current management staff of a financed purchase.

AZEK Building Products - Dallas, TX Regional Sales Manager June 2006 - April 2010

Premium manufacturer of PVC exterior building products. Distributed in over 2,000 locations across the US and Canada. www.AZEK.com

Directed all aspects of sales, budgets, marketing analysis, channel distribution and dealer base development for the Central Region. Increased Allegiance dealer account by 127% in addition to sales growth of 18% annualized while maintaining 25% plus margin contribution. Successfully launched two new product lines: AZEK Rail and AZEK Deck in over 90% of current distribution in conjunction of

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additional new line distributors. Upgraded underperforming channel distribution in over 48% of the Central region footprint within the 120 days. Responsibility included the entire vertical sales channel: Distribution, Dealers, Contracts, Architects, New and Retrofit Construction. Personnel responsibility included talent acquisition, training, management and development of all territory sales managers for the Central Region.

Oldcastle - APG Dallas, TX Regional Marketing Manager October 2004 - May 2006

North America's leading supplier of concrete masonry products. Brand names include: Sakrete, Belgard, Glen-Gery Brick, Westile, Quik-Brik. www.OldcastleAPG.com

Developed and directed the overall strategic marketing and sales plan for the Texas Residential Masonry Market. Created and managed the marketing program, launch schedule and rollout of Ashford Brick, Dufferin and Landmark Stone across all business units. Secured new distribution, increased sales revenue to \$14.6 million, margin contribution to 26%, and the doubled the existing retail base. Initiated best practice standards in the form of sales development programs, time management skills and closing technics.

Sports Clips - Frisco, TX Franchise Owner 2003 - 2007

Sports themed hair styling environment for men and boys. www.SportClips.com

Franchise ownership responsibility included: New retail location development, operation design and build out, local store marketing, operations and management. Sold for 18% annualized profit to expanding franchise owner.

U.S. Superior Building Products - Dallas, TX Co-Founder & Sales Manager 1995 - 2004

Distributor of residential roofing, siding, insulation and ancillary exterior building products across Texas and northern Louisiana. www.BeaconRoofingSupply.com

Founded and developed a \$22 million dollar wholesales exterior building products organization across Texas and northern Louisiana. Directly managed all aspects of the sales process, personnel and all marketing programs in 8 locations. Purchasing and cost control analysis responsibility across a multiple line suppliers such as Alcoa, Owens Corning, Certainteed, Simonton Windows, OSI, etc. Human resource management from payroll, Texas workforce commission, 401K transfer agent, OSHA, IRS, etc. Sold entire organization to Beacon Roofing Supply in 2004.

Associated Materials, Inc - Ft. Worth, TX Sales Manager 1993 - 1995

Manufacturer and distributor of premium exterior building products. www.Alside.com

Managed all operations, personnel, marketing and sales across the entire North Texas territory including all sales and marketing analysis, budgets and branch operations. Transformed an under-performing branch through revamped product mix and creative customer partnerships into a profitable sales center.