

Paul Mauriello

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Objective

I am seeking the position of District, Regional, or General Sales Manager allowing me to demonstrate my many years of experience helping to increase sales, mentor and direct a company's current and/or new prospective sales team, while building, maintaining, and growing new client networks, working with developers, architects, contractors, distributors & homeowners locally or regionally throughout the Mid-Atlantic and/or the New England Regional Markets.

Profile

Motivated, personable business professional responsible for multiple successful business ventures. Talent for quickly expanding and growing new territories, while mastering and maintaining current product line, creating, and developing new products. Skills included but are not limited to; Purchasing, Inventory Control, Blueprint Reading, Drafting, Estimating, MS Word, Excel, PowerPoint, Publisher, Outlook, Open Office, QuickBooks, McGraw Hill-Dodge Report Tracking, Salesforce, and Webinar Presentations (GoToMeeting, Zoom, and Skype).

Employment History

Kings Building Materials/ Roslyn Heights, NY

October 2019 to Present

Building Materials Distributor

Director of Sales (New York City, Long Island, Lower Hudson Valley & Connecticut)

Develop and improve customer relationships (developers, architects, contractors, applicators & distributor sales). Assist architects with writing specifications with company's complete product offerings (Brick, Stone, Thin Veneer, Weather Resistive Barriers, Insulation, EIFS & Stucco). Provide material estimates and valued engineering services to owners, developers, and general contractors. Solicited and coordinated new stocking distributor program; specializing in thin veneer, panel systems, EIFS & stucco; offering onsite training to potential applicators & distributors, including alternative options utilizing grid, pre-engineered wall systems & composite wall assemblies.

Achievements:

- Published and implemented new marketing literature (brochures, line cards, and monthly newsletters).
- Create and presented AIA Continuing Education programs for thin and full veneer applications.
- Assist VP of Sales with acquiring and developing new architectural product offerings.
- Managed & assisted architectural sales associates with estimating, evaluating project plans, specifications prior providing project quotations & sales orders.
- Organize, schedule, and attend technical product meetings and presentations.
- Estimate, draft & provide shop drawings to architects, contractors, and manufacturers prior production.
- Provide architects, developers, & contractors with valued engineering services.
- Attend preconstruction jobsite meetings, offering complete plan review & installation options.

Dryvit Systems Inc – West Warwick, RI
Manufacturer of EIFS (Exterior Insulation Finish Systems)

November 2014 to September 2018

Regional Sales Manager (Mid-Atlantic Region)

Direct regional sales of \$9.5M+ to distributor network including but not limited to, building material supply yards and independent rep agencies. Responsibilities include building and training new distributor network servicing architectural network with technical information, specifications, AIA continuing education programs and pre-construction jobsite meetings. Assist general contractors and developers with upcoming bids, while cultivating new applicator core, which includes re-establishing and educating current applicator core with new product development. Product offerings included; EIFS, Stucco, Insulation, Weather Resistive Air Barriers, & Pre-Assembled Composite Wall Systems.

Achievements:

- Re-structured distributor network by maintaining 2 and adding 4 new distributors for a total of 6 distributors with stocking facilities in 9 locations throughout VA, DC, MD, DE, PA, NJ, NY, CT, RI & MA.
- Increased sales by 200% while introducing new innovative products and programs.
- Set up and trained lead generation staff using construction points, while tasking all potential projects through salesforce to appropriate distributor and outside sales team members.
- Expanded applicator base by 25%, resulting in new business and other emerging markets.

Extech Building Materials– Elizabeth, NJ

September 2012 to October 2014

Building Materials Distributor (specializing in vertical & horizontal masonry products)

Architectural Sales Manager (New York and New Jersey)

Accepted Two Year Assignment to create architectural sales division distributing vertical and horizontal building materials (Brick, Block, Stone, Stucco, Pavers, Tile, Leveling Systems, Insulation, & Liquid Applied Air Barriers) to developers, contractors, and architects in New York Metropolitan Area, Managed and hired team of 3 sales associates, while implementing new company policy, lead generation program, and new CRM program to interact with various store managers. Duties also included acquiring and maintaining new product lines for sales and service.

Achievements:

- Created Architectural Sales Division.
- Hired and trained team of 3 (Two Architectural Sales Rep, One Lead Generation and Customer Service Rep).
- Increased company sales by \$2,750,000.00 in second year after fully implementing program.

TABS WALL SYSTEMS – Grand Rapids, MI
Manufacturer of Thin Veneer Panel Systems

June 2003 to August 2012

General Manager & National Sales Director

Established and grew national annual sales to \$10M+ which included sales to various masonry and exterior envelope distributors. Managed team of 11 people representing all facets of a standard distribution team ranging from outside sales associates to production specialists. Responsibilities included expanding product line, estimating, building & maintaining a national distributor sales network, hiring, and supervising a regional sales

force. Other responsibilities included conducting AIA continuing education seminars, setting up and coordinating trade shows, cultivating new vendors, training, and educating new contractors.

Achievements:

- Re-located warehouse and manufacturing facility from Grandville, MI to Grand Rapids, MI, including buildout.
- Increased sales by 250% with expansion of 30+ specialty distributors in select key markets throughout the United States and Canada. Key city locations included but not limited to; Washington DC, Philadelphia, Pittsburgh, New York, Boston, Indianapolis, Chicago, Detroit, Kansas City, Saint Louis, Charlotte, New Orleans, Dallas, Houston, San Francisco, Los Angeles, Portland, Seattle, Toronto, and Montreal.
- Hired, trained, and staffed entire team of 8.
- Expanded product line with new innovative systems including Tabs II Plus (Rain Screen System) and Tabs TI (NFPA 285 approved System with Continuous Insulation).
- Created company website including all marketing literature, brochures, and case studies.

WATSONTOWN BRICK SALES – Islandia, NY

May 1995 to May 2003

Manufacturer of face brick and brick pavers

General Manager

Managed a distribution network to Brick Masonry Yards with annual sales of over \$12M. Supervised team of 6 consisting of 3 outside sales associates, 1 lead generation specialist, 1 warehouse member, and 1 sample department staff member. Responsible for opening and growing a new district sales office for affiliated company WatsonTown Brick Company located in WatsonTown, PA. Primary function was to open new branch, hire and oversee staff, establish regional market price list, increase sales in New York, New Jersey, and Connecticut markets, while actively pursuing and maintaining a new regional distributor network.

Achievements:

- Opened and built out companies first satellite office facility on Long Island to service direct distributor sales market in New York, New Jersey, and Connecticut.
- Established new sales with expansion of over 75+ stocking masonry yards servicing NY Tristate area.
- Hired, trained, and staffed entire team of 6.
- Established company NY Metro price list growing company profit margins by 20% to 25%.
- Set-up and established OEM product lines including cast stone, limestone, mortar, masonry accessories and specialty thin brick line.

RAM BUILDING PRODUCTS – Glen Cove, NY

February 1990 to May 1995

Distributor of Building Materials

General Manager

Operated & managed architectural & residential dealership with annual sales of \$5m+ distributing vertical and horizontal masonry materials, windows, doors, composite wall systems, vinyl siding, insulation & weather resistive air barriers to developers, contractors, architects & homeowners in New York Tri-State area. Duties included hiring and managing a team of 5 (3 outside sales associates and 2 office staff), estimating, and creating all company quotes & sales orders.

Achievements:

- Expanded small start-up business from selling horizontal masonry products to include broader range of vertical masonry products growing sales by 5x over seven-year period.
- Promoted from Sales Representative to General Manager to Vice President overseeing all business operations.
- Hired, trained, and managed team of five.

Skills Summary

- Sales and Marketing
- Customer Development
- Technical Presentations
- New Product Development
- AIA/CES Speaker
- Blueprint Reading and Estimating
- Shop Drawings and Drafting
- Onsite Contractor Training
- National and Local Sales
- Lead Generation and Tracking
- Trade Shows
- Staff Hiring and Training

Education

PRATT INSTITUTE – Brooklyn, NY

*Blueprint Reading, Drafting, and Estimating
(Certificate of Completion)*

Queensborough College – Queens, NY

*Business Management and Marketing
(Associates Degree)*

The Cambridge Academy – Ocala, FL

(High School Diploma)

Community and Volunteer Services

ESM Sports Association - Manorville, NY

Volunteered and successfully coached and umpired youth football and baseball.