

Steve D. Silvester

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Sales Manager / Regional Sales Manager » Commercial and Industrial Accounts

Resourceful, results-driven sales manager. Proven success in B2B manufacturing sales and service, in growing brands, and in capturing market share in direct sales and distribution channels. Experienced in building culture, improving sales discipline, implementing best practices, and driving opportunities through the pipeline.

Known as a servant leader who believes in coaching and building growth paths for team members. Subscribe to the *Four Disciplines of Execution* (Covey, McChesney, Huling). Outstanding team building, active listening, critical thinking, decision-making, and problem-solving skills. Bachelor of Arts in Marketing (2017). Core competencies include:

- **New business development.** As Sales Manager in the TSLOTS business at Bonnell, grew revenues from \$18M to \$30M in three years, an 18.6% annual growth rate. Over 60% of the growth was from new business in the distributor network. Led a team of regional sales managers and CSRs located across the USA. Opened the very first TSLOTS distributor account in 2000; they are still a customer today. Grew a pipeline from zero to \$18M and closed \$600,000 in business in less than one year. Created strategic marketing material to strengthen brand.
- **Customer relationship management.** As Regional Sales Manager, served the flooring, custom extrusion, and TSLOTS markets across North America. Sold complex make-to-order solutions direct to commercial accounts. Sold commercial make-to-stock products through distribution. Grew territory 5x – from \$4M to \$21M annually, a 9.7% annual growth rate. Improved margins year-over-year; some years, achieved \$1M improvement. Used Salesforce.
- **Sales operations.** Adept at developing effective sales and marketing strategies – and forecasting, tracking, and reporting on key sales metrics. Throughout career, developed a knack for synthesizing the efforts of key internal teams including sales, service, marketing, production, engineering, and finance. Partnered with distributors, contractors, suppliers, and other stakeholders to win good customers and deliver outstanding solutions.

Professional Experience

July 2023 – August 2024 | iImpact Utah | Remote

iImpact Utah is the only non-profit training & consulting organization in Utah that is part state, and part federally funded. The organization is part of the Utah MEP (Manufacturing Extension Partnership) and is held accountable by NIST to have positive impact with manufacturers.

Regional Director of Client Solutions » Davis County, UT | July 2023 – August 2024

- Generated leads, cold calling, and logged details into Salesforce and created over \$80,000 in new opportunities.
- Facilitate an assessment process with a company's senior leadership, taking a deep dive into organizational pain points and creating an implementation plan for the company.
- Created events teaching or introducing various business topics that created new opportunities.
- Created over 400 contacts in an area where we were virtually unknown.
- Created my own compelling scoreboard and established my own cadence of accountability.
- Helped a company recognize 99 hours of savings per month through Lean training.
- Helped a company's new leadership become Greenbelt certified.

June 2022 – June 2023 | M-D Building Products | Remote

M-D is one of the largest family-owned aluminum extrusion companies in North America. M-D also provides custom plastic extrusions and caulk targeting many industries. Headquartered in Oklahoma with operations in Oklahoma, Georgia, Missouri, Oregon, and Eastern Canada.

Western Region Sales Manager » Plastics | June 2022 – June 2023

- Generate leads, cold call, and log details into Salesforce and created \$18M new opportunities.
- Communicate closely with production and submit detailed RFQs.
- Made presentations and quotes to prospects either in person or via video calls resulting in new business.
- Grew pipeline from zero to \$18M.
- Closed \$600,000.

- Created marketing material to strengthen brand image, implemented a strategic mailer.

September 1986 – March 2022 | Bonnell Aluminum « Futura Industries | Clearfield, Utah

Bonnell is one of North America's leading manufacturers of custom aluminum extrusions. Operations are in Georgia, Tennessee, Michigan, Indiana, and Utah. Revenues in 2020 were \$456 million. In 2018, Bonnell acquired Futura, a manufacturer of aluminum extrusions, vinyl trims, and plastic bumpers.

Sales Manager » TSLOTS | January 2019 – March 2022

- Led a team of seven regional sales managers and CSRs across the USA.
- Grew revenues from \$18M to \$30M in three years, an 18.6% annual growth rate.
- Developed and implemented strategies for capturing market share in direct sales and distribution channels.
- Worked with finance and operations to forecast and budget, as well as plan for major project successes.
- Created sales forecasts in terms of revenue, margin, and pounds shipped.
- Managed KRAs (KPIs) and variable compensation plans (VCP); assisted with strategic planning.
- Initiated the opening of our second location in the Midwest and beat our plan of \$1M by \$6M.
- Coached team members and helped them build growth plans for their career development.
- Improved team's sales discipline, pricing governance, territory management, and negotiation skills.
- Established market association relationships to build brand and develop key partner distribution channels.
- Visited jobsites with end customers and trained distribution channel partners.
- Negotiated NDAs, stocking agreements, rebates, terms and conditions, and warranties.
- Gained experience in ISO 9001 and the ASTM certification.

Regional Sales Manager | June 1999 – December 2018

- Served the flooring, custom aluminum extrusion, and the TSLOTS markets across North America.
- Sold complex make-to-order solutions direct to commercial accounts.
- Sold commercial make-to-stock products through distribution sales.
- Grew territory 5x – from \$4M to \$21M annually, a 9.7% annual growth rate.
- Improved margins year-over-year; some years, achieved \$1M improvement.
- Used technical knowledge to communicate with engineers on die tooling prints and extrusion processes.

Early Career at Futura | September 1986 – June 1999

- **Marketing Specialist** (1997 – 1999) » Created an e-commerce website. Developed a stock product line from the ground up. Managed all aspects of marketing including trade shows.
- **Customer Service Rep** (1989 – 1997) » Achieved Certified Customer Service Professional designation.
- **Production Associate** (1986 – 1989) » Started as a front-line employee in the extrusion department.

Education and Professional Development

Bachelor of Arts (BA), Marketing | American Public University | Charles Town, West Virginia | 2017

- Graduated *magna cum laude*.

Professional Development

Leading Customer-Centric Growth | University of Pennsylvania, The Wharton School | 2018

- Online Certificate Program

Building and Leading Effective Teams | Columbia Business School | 2020

- Certificate ID: 1-51736-125615-1601178526

Worked with an executive coach in 2022 through FocalPoint. Focalpointcoaching.com.

Certified Financial Coach | Ramsey Financial Coach Master Training | 2024