

MARK D. ALTOMARE

SENIOR SALES and MARKETING EXECUTIVE

Track record of superior performance and increasing responsibility in sales and marketing. Success in strategic planning and tactical market execution. Success in recruiting, hiring, training, and retaining associates and rep agencies. Excellent leadership, communication, assessment, and analytical skills. Leadership of diverse teams in operations, total quality management, project management. Small and large company experience. Start-up experience. Direct P&L responsibility. History of accepting high risk challenges in new environments and achieving documented success. High energy, innovative change leader, systems thinker, team player, extensive/ongoing education and training.

Leadership, Sales/Business Development, Channel Strategy and Management, P&L Management, Strategic Planning, Market Analysis, Solution Selling, Risk Analysis, Creative Problem Solving, Customer Relationship Management, Cross-cultural Communication, Contract Negotiation, Supply Chain and Logistics, New Product Development, Operations Management, Financial Management

PROFESSIONAL EXPERIENCE

RP Lighting and Fans – Ferguson Enterprises 2016 to 2023

Vice President of Sales and Marketing

- Planned and directed Sales and Marketing for RP Lighting + Fans in North and Central America to regional and national account customers in commercial, residential-multi-family, and e-commerce markets.
- Provided leadership and support to five Regional Sales Managers and over sixty independent lighting manufacturer representatives.
- Developed new Rep Contract, Incentive Plan, and territory coverage. Increased Reps from 20 to 62.
- Developed Regional Manager Performance & Development Plan, Annual Evaluation, and Compensation Plan
- More than doubled sales in a 5-year period from \$20 to \$50 Million and was a key member of the Leadership Team that marketed and sold this Private Equity owned company to a \$20 Billion industry leader.

Hubbell Lighting, Inc. (HLI) – Greenville, SC 2014 to 2016

Manufacturer of commercial, industrial, residential lighting fixtures with annual revenues of \$900 Million

Regional Vice President

- Achieved balanced annual growth of Total (+8.1%), Project (+8.0%), and Stock (+8.3%) sales; \$9 Million incremental Total sales in 2015 largest increase in ten years. Total sales of \$150 Million
- Turned around three years of prior sales declines, increasing year over year sales totals in 2014, 2015, 2016
- Replaced / upgraded Manufacturer Rep agencies in three key markets by converting the #2 agent in Chicago, the #1 agent in Columbus, and creating a start-up agency in Wisconsin
- Improved performance of underperforming reps in Michigan, Kansas, Nebraska, and Indiana achieving back-to-back years of double-digit sales growth
- Promoted to Vice President Sales and Marketing at RP Lighting + Fans

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Toshiba International Corporation, Inc. (TIC) – Houston, TX 2011 to 2014

Manufacturer of industrial products with annual revenues of \$2 Billion. Subsidiary of Toshiba Inc. \$75 Billion

Vice President Business Development – North America, LED Lighting

- Recognized as one of five US Executives to participate on the “Chairman’s Global Executive Forum” in Tokyo. Personally delivered our team presentation to Toshiba Chairman Osumi-san
- Founding member of US-based Senior Leadership Team to launch LED Lighting Systems Division in the Americas
- Oversaw C&I Business Development: Sales, Marketing, and Product management. P&L responsibility
- Developed business plans for C&I business channels: Rep-Distributor; Energy Solutions; Alternate Channels
- Recruited and staffed Regional and National Sales Management team covering U.S., Canada, Central America.
- Hired, and responsible for ongoing management of 16 direct reports and over 60 Independent Lighting Representatives
- Developed sales and marketing channel policy, programs, promotions, pricing, commercial distribution terms

Hubbell Lighting, Inc. (HLI) – Greenville, SC 2004 to 2011

Manufacturer of commercial, industrial, residential lighting fixtures with annual revenues of \$800 Million

Regional Vice President (2007 to 2011)

- Named Hubbell Lighting “Regional Vice President of the Year” for 2010.
- #1 HLI Region in 2010 for Total Sales, Stock Sales, Project Sales, Sales Growth, Market Share Growth.
- Responsible for 13 HLI product brands and 14 lighting agents (over 200 employees), covering 13 states in the North Central region representing \$100 Million in total sales.
- Achieved goals for sales, market share and penetration in down markets (2009, 2010) by focusing on priority customers, national accounts, buying groups, and successfully converting stocking distributors.
- Promoted to Vice President Business Development at Toshiba International

Regional Sales Manager (2004 to 2007)

- Managed sales of 4-state region for complete product line of commercial, industrial, contractor lighting fixtures.
- Led and directed efforts of 7 independent manufacturer reps with 90+ employees: emphasis on distributor and contractor markets, as well as specification and engineering segments.
- Achieved 105% of 2004 revenue quota of \$50 Million; achieved 111% of 2006 region stock sales goal.
- Promoted to Regional Vice President North Central Region

Hagemeyer North America, Inc. – Tristate Electrical Supply, Inc. Columbia, MD 1997 to 2003

North American business-to-business distributor with annual revenues of \$ 1.2 Billion

Divisional Vice President (2001- 2003)

- Created market plan and implemented strategies, tactics and sales of three diverse startup business ventures (datacom, energy efficient lighting, and utilities); combined revenue of \$20 Million in 2003.
- Directed four Regional Sales Managers, six Account Managers, six Inside Sales reps in Mid-Atlantic and Southeast. Defined and managed compensation, account planning, channel structures and policies.
- Negotiated with manufacturers and independent reps for new product lines, product life cycle management, inventory management, pricing strategy and matrix management.
- Developed \$16 Million in new business; 102% Sales budget, 104% Gross Margin budget in 2003. Increased sales by 30% 2002-03 in an electrical market that contracted by 8%.
- Grew datacom sales by 22% in 2002 and 36% in 2003 while reducing inventory by 15% each year.
- Recruited, hired staff for EMS team in mid-2001 to attack property management and energy-efficient lighting markets. Grew sales from \$0 to \$4.7 M in 2003. Achieved 131% of sales budget; 125% gross margin budget

Director of Divisional Operations (1997 – 2001)

- P&L responsibility for four divisions in electrical, electronic and Voice-Data-Video products in Mid-Atlantic Region, including sales, warehouse, logistics, and \$600,000 inventory management.
- Averaged 18% revenue growth, 100% sales and margin quota over three years.

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Pacific Bell San Ramon, CA 1986 to 1997

Regional Bell Operating Company with annual revenues of \$ 10 Billion

Accelerated Management Development Program (1986 – 1991)

Continuous success demonstrated in high-risk positions in Call Centers, Operations, Sales, Project Management, Product Management, Segment Analysis. Extensive training in **Leadership Development** and **Total Quality Management**. Promoted to next level of management two times in five years.

Marketing Director – Advanced Communications Network (1995 –1997)

- Received “Pace Setters” award for developing and implementing plan to automate service order processing, reducing associated labor expense by 85%
- Developed and implemented market plan, strategies, tactics, and marketing communications collateral to drive incremental revenue for the new hybrid fiber-coax Pacific Bell Advanced Communications Network known now as “The Internet”

Operations Manager – Assignment, Installation, and Maintenance (1993 – 1995)

- Received “Simply the Best” award for leading Quality Improvement Team (QIT) to \$350,000 annual savings on \$1Million operational budget for service provisioning.
- Led nine supervisors and 220 technicians, \$15 Million expense budget for installation and maintenance of 330,000 telephone/data access lines in Silicon Valley
- Managed the “Business Labor Partnership” with Communications Workers of America (CWA) a Top 10 in the nation in Union membership and an affiliate of AFL-CIO

Call Center Manager – Consumer Marketing (1991 – 1993)

- Received “Partners in Success” award for 600% productivity improvement in outbound calling operations.
- Top-rated manager in sales and customer satisfaction
- Managed the “Business Labor Partnership” with Communications Workers of America (CWA) a Top 10 in the nation in Union membership and an affiliate of AFL-CIO

EMPLOYMENT HISTORY

2016 to 2023	RP Lighting + Fans / Ferguson Enterprises
2014 to 2016	Hubbell Lighting, Inc., Greenville, SC
2011 to 2014	Toshiba International Corporation, Inc., Houston, TX
2004 to 2011	Hubbell Lighting, Inc., Greenville, SC
1997 to 2003	Hagemeyer North America, Inc., Columbia, MD
1986 to 1997	Pacific Bell, San Ramon, CA

EDUCATION

MBA (Marketing) Golden Gate University San Francisco, CA	BA Psychology University of Michigan Ann Arbor, MI
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Graduate Certificate in Finance and Accounting
Jesse Jones School of Business, Rice University
Houston, TX

LEED Green Associate (USGBC)

Certified Electrical Professional (NAED)