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~ EXECUTIVE MANAGEMENT ~

An omni-channel, sales & marketing, process, and performance improvement executive with demonstrated success in leading organizational change to enhance sales performance, maximize operational efficiency, accelerate business growth, reduce costs, generate revenue, and increase both customer and employee satisfaction. Trusted leader who partners with stakeholders to design and develop innovative, cost-effective sales & marketing improvements with measurable ROI.

AREAS OF EXPERTISE

Accountability
Brand Management
Budgeting
Business Development
Communication
Contract Negotiations

Customer Satisfaction
Internet Marketing
Leadership
Organization
Productivity Improvement
Project Management

Revenue Generation
Sales Management
Strategic Planning & Execution
Team Building
Web Content Development

PROFESSIONAL EXPERIENCE and ACHIEVEMENTS

FAFCO, Inc., Chico, CA (REMOTE)
Chief Revenue Officer (CRO)

2017 - 2023

- Developed innovative omni-channel sales & marketing strategies to facilitate business expansion
- Drove operational excellence at every stage of the sales funnel and buyer journey
- Established and maintained strong relationships with customers, vendors, and strategic partners
- Presented monthly, quarterly, and yearly budgets, business plans and forecasts to board of directors
- Initiated strategy and execution to drive company growth, market share penetration and profitability
- Delivered market insights, pricing shifts and competitive analysis to board of directors
- Inspired customer success team to define and deliver on customer value proposition without sacrificing profitability targets
- Conceptualized go-to-market strategy for several new solar energy products

American Solar Direct, Anaheim, CA
Market Director - San Diego

2016

- Managed field sales teams of over one hundred (100) representatives generating appointments via door-to-door direct marketing
- Recruited, hired, trained, developed, retained and top graded San Diego team across consultants, consultants in training and field marketing specialists
- Responsible for all office key performance indicators including recruiting, appointment setting, appointment conversion, close rate and proceeding rate
- Spearheaded in-market business development and networking strategy and implementation

HelioPower, Murrieta, CA

2014 – 2016

Vice President of Sales and Marketing

- Launched internal contact center approach to appointment setting, follow-up, and referral activities
- Coordinated outside sales activities for three (3) regional offices in residential and commercial solar energy space
- Redefined and executed social media and email marketing strategies
- Managed job costing and profit margin targets in whole house energy sales approach

Verengo Solar, Torrance, CA (REMOTE)

2014

Regional Sales Manager – San Diego

- Launched new San Diego sales territory for the # 1 residential solar energy company in America
- Recruited, hired, trained, and retained top performing sales team in a start-up environment
- Consistently exceeded key performance indicators in the areas of revenue, close rate, referrals, self-generated leads, price per watt (PPW) and realization rate
- Orchestrated day-to-day sales management activities for thirty (30) outside sales professionals

Suntrek Solar Industries Inc., Irvine, CA

2011 – 2014

President & Managing Director of Sales

- Managed operations of this multi-million-dollar legacy manufacturing / contracting company
- Restructured lead generation system to provide ROI statistics and customer follow-up mechanisms
- Maintained profit / loss responsibility for several government and public sector solar energy projects
- Coordinated company-wide recruiting, training, and sales retention efforts for three (3) offices
- Direct report for all sales activities in the company on a daily basis
- Expanded networking activities by identifying key strategic solar energy partners
- Designed a sales system to minimize lost opportunities and to maximize revenue potential

Coldwell Banker Premier, Del Rey Escrow Services, Network Financial, Chula Vista, CA

2010 – 2011

Vice President of Operations

- Spearheaded the reorganization of South Bay's largest real estate franchise
- Reduced overhead expenses by \$150,000 (over 25%) in the first quarter
- Implemented standard operating procedures across seven (7) separate companies
- Developed and launched state-of-the-industry email and social media campaigns
- Coached and trained real estate agents both one-on-one and in group settings

Blue Haven National Management, Inc., San Diego, CA

2005 – 2010

Vice President of Sales and Operations

- Authorized and managed over \$140 million in gross product purchases
- Directed the day-to-day operation of the industry's largest in-ground pool builder
- Negotiated with multiple channel partners to obtain lower pricing with higher service factors
- Streamlined corporate operations to efficiently support 75 construction offices in 35 states
- Improved Job Management System (JMS) to interface with accounting and purchasing systems
- Responsible for sales pages and draws for over three hundred (300) commissioned sales representatives nationwide

BRP, Inc. dba Blue Haven Pools & Spas Supplies Direct, San Diego, CA
President and CEO

2005 – 2010

- Grew gross sales from \$0 to \$6 million in less than three years in a true start-up environment
- Launched branded e-commerce solution for industry's largest in-ground pool builder
- Researched, purchased, and implemented state-of-the-industry catalog / e-commerce software
- Utilized email marketing to increase frequency of customer contact
- Conceptualized and designed millions of direct mail pieces from postcards to flyer inserts to catalogs

Leisure Living, Grand Island, NY
Director of Sales and Internet Operations

2003 – 2005

- Redesigned and launched an integrated e-Commerce solution raising sales from \$3M to \$6M
- Managed operations for industry's third largest catalog / e-commerce company
- Researched, designed, and implemented an email marketing campaign that drove top level sales
- Directed product merchandising and retail sales for two (2) physical store locations
- Duplicated current online store efforts through eBay store venture
- Conducted top tier pay-for-performance search engine optimization strategy
- Instrumental in the sales and marketing of a nationally recognized manufactured product
- Recruited, hired, and trained all sales and call center employees
- Recommended solutions in purchasing, technology, telephony, HR, distribution, and manufacturing
- Implemented a new ERP system (SIGMA-Micro - eController)

Leslie's Poolmart Inc., Phoenix, AZ
Director of e-Business and Catalog Operations

2002 – 2003

- Increased sales by \$2M with online sales strategy for government commerce and bid negotiations
- Managed e-Business and catalog operations for the industry's largest omni-channel retailer
- Supported business-to-consumer and business-to-business sales strategies
- Executed an email marketing campaign designed to segment customer data and support sales
- Designed and developed B2C and B2B catalogs
- Established benchmarks and metrics to evaluate performance and track results
- Streamlined order taking, order fulfillment, shipping, tracking and return processes
- Launched an online auction and store program through eBay
- Researched and implemented a 24/7 outsourced call center solution
- Conducted numerous ROI evaluations for specific segments of the business model
- Drafted, presented, and released an RFP concerning a new online store platform
- Formatted a new mail-order entry system (JDA - Sales Order Desk Application - SODA)

Specialty Pool Products, Inc., Broad Brook, CT
General Manager

1998 – 2002

- Managed day-to-day operations with profit and loss responsibility
- Built sales of a business-to-consumer catalog company from \$1.3M to over \$20M in five years
- Consistently maintained highest personal sales volume of \$1M+ per year while managing twenty five (25) employees
- Built house list from 22K to 250K with no outside rentals or brokers
- Expanded into business-to-business arena with commercial products catalog
- Increased revenue and web site traffic with various search engine optimization strategies
- Successfully designed, developed and co-branded 15 websites that drove top line sales
- Developed and managed several online auction campaigns that increased traffic and sales
- Maintained competitive price advantages by negotiating with manufacturers and distributors
- Pioneered and refined "drop-ship marketing" for the swimming pool and spa industry
- Implemented a state-of-the-industry training program to educate customer service personnel
- Hired and trained call center professionals using a consultative sales approach
- Researched, purchased, and implemented an E-business, mail-order software program (Ecometry)

Bicknell Huston Distributors, Inc., Windsor, CT
Territory Sales Manager

1989 – 1997

EDUCATION

Master of Business Administration, MBA, e-Business

Summa Cum Laude, University of Phoenix, 2003

Bachelor of Science in Business Administration, BSBA, Marketing

Magna Cum Laude, Western New England University, 1989

TECHNOLOGY SKILLS

Google Workspace, Microsoft Office, HubSpot, Microsoft Dynamics CRM, Salesforce.com, social media (LinkedIn, Facebook, Twitter, Google +, etc.), Search Engine Optimization (SEO), Search Engine Marketing (SEM), Email marketing platforms (i.e., Constant Contact, MailChimp, HubSpot, etc.), e-commerce, web development, web analytics, WordPress, iCanvas, iSales, Windows and Macintosh proficient, DocuSign, video editing, etc.

PROFESSIONAL REFERENCES

<https://www.linkedin.com/in/phildelnegro/details/recommendations/>

Other professional references and contact information available upon request

MOST RECENT ACCOMPLISHMENTS

- Transformed the work culture of a fifty (50) year old manufacturing company from an engineering and operations focused mindset to a customer success and sales driven approach
- Exceeded multi-million-dollar revenue target by re-introducing the FAFCO Solar Bear line of above-ground solar energy products for omni-channel-customers
- Built and supervised a remote sales & marketing team of over 75 staff members consisting of both internal and external resources
- Collaborated with and led a team of ten (10) in the development of The FAFCO Phoenix which is a \$200 million new product launch opportunity