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MARKETING EXECUTIVE

Leveraging skills in brand management, store merchandising, product development and market strategy, my expertise supports company sales objectives through all distribution channels including big-box retail, wholesale, two-step distributor and specialty dealers. A 24-year career encompassing a wide variety of companies - manufacturers, distributors and designers – consists of leadership roles with internal teams and outside vendors allowing me to manage effective campaigns with B2C and B2B customers. My experience includes fencing, decking, railing, window/door and Jan/San (janitorial/sanitation) products. I have held Manager, Director and Vice President positions at major national and international companies whose notable brand names include many industry leaders in the new home construction, residential remodeling and the commercial floor care industries.

Career History Summary

- Over 16 years of brand management experience in the building products and flooring industry.
- Over 20 years of creative and innovative advertising in all production media.
- Creates and implements business development strategies to support company objectives.
- Develops effective point-of-purchase, interactive and collateral marketing materials.
- In-depth knowledge of all building product distribution channels.
- Creates and manages marketing teams in a deadline oriented atmosphere.
- Manages multiple ad agencies & staff to develop consumer branding & advertising.
- Manages multi-million dollar budgets for multiple product brands.
- Develops sales/loyalty programs for home center, dealer, distributor and contractor customer base.
- Works with cross functional teams to execute business strategies and marketing plans.

Work Experience

Present	Marketing Director	Amano Pioneer-Eclipse
2008 –2009	Director of Sales & Marketing	AVID Home Studios, LLC
2004 –2008	Marketing Director	Fiber Composites, LLC
1998 – 2004	VP of Marketing	Jancor Companies, INC.
1996 – 1998	Marketing Director	Atrium Door & Window
1992 – 1996	Marketing Manager	VEKA INC.
1988 – 1992	Animation/Graphics Director	TPC Communications
1985 – 1987	Ski School Director / Instructor	Crested Butte Mountain Resort

Education

1978 - 1984 Penn State University, PA BA Degree in Arts and Architecture

Major Course Work included: Photography, Graphic Design, Visual Communication, and Speech Communication.

Other course work included: Economics, Marketing, Architectural Engineering, Calculus, and Trigonometry.

Business Skills

Proven brand management.

Profitable brand stewardship of multiple product categories and distribution channels including 2-step, one-step, retail and dealer customers.

Staff management and development.

Hires, trains and manages teams of skilled personnel for new and existing marketing departments at various manufacturing and service organizations.

Cross functional team builder.

Successfully interfaces with internal and external stake holders to create consensus and team building business environments.

Proven sales management.

Effectively motivates, supports and trains wide area network of sales representatives.

Skilled marketer.

Evaluates business landscape to develop targeted messages and business development programs to efficiently deliver company value proposition to market.

Accomplished communicator.

Expert writer, communicator and blogger who delivers insightful news articles supporting comprehensive corporate PR campaigns.

Ideas that work.

Creative strategic and tactical marketing and business programs that result in growth, efficiency and profitability.

Long term industry relationships.

Sixteen years of executive experience in the building products industry created a number of key relationships in all levels of production, sales, engineering and management.

Sixteen years marketing communications experience.

From plastics extrusion to major Home Centers, successfully builds and manages communication efforts to support corporate brand and sales strategies.

A proven track record in reducing costs.

Consistently reduced marketing costs by up to 25% by implementing internal and external efficiency in all marketing and sales support efforts.

Innovative and creative.

Expert in all phases of media creation, graphic design and communication methods.

A skilled financial manager.

Manages multi-million dollar ad budgets and department expenditures to meet short and long term company financial goals.

An accomplished diplomat.

Highly effective with both administrative, vendor and customer personnel in all channels of distribution.

An established reputation.

Known for being a highly motivated achiever of even the most difficult sales, marketing and management tasks.

Work History Details

Amano Pioneer-Eclipse – Sparta, NC

November 2009 – Present

Innovative manufacturer and supplier of commercial floor care equipment and chemicals for maintaining and restoring resilient, hard surface, concrete, terrazzo and tile surfaces. Products sold to professional building service contractors through large janitorial and sanitation distributors.

Marketing Manager

In charge of rationalization, strategy, positioning and stewardship of three primary company brands – Pioneer-Eclipse, EnviroStar Green and PowerStar.

- **Formulating Market Opportunity Plan** – Leveraging current internal assets, identifying and developing plan to attack specific market opportunities in 6, 18 and 36 month time frame.
- **Developing competitive brand language** – Using company value propositions and specific market advantages, a brand voice is developing to efficiently promote the superior performance and effectiveness of company offering.
- **Repositioning brands in company portfolio** – Analyzing competitive landscape and properly position machines and chemicals to maximize market advantages.
- **Member of Product Develop Team** - Using competitive gap analysis, providing input on features and pricing in new product development.
- **Managing in-house creative staff** – Using online collaboration tools to develop effective communication tools for engineers, chemists, sales and marketing staff.
- **Marketing Integration with Corporate Parent** – Working directly with parent company to ensure divisional marketing efforts meet corporate objectives.

AVID Home Studios, LLC – Matthews, NC

August 2008 – July 2009

Leading provider of Architectural design services to the US residential home industry. AVID provides detailed construction documents through online e-commerce operations or through a network of company representatives.

Director of Sales & Marketing

Member of Board of Directors, director of all company marketing efforts and manager of national network of sales associates.

- **Developed detailed business strategies, plans and models** - Multiple business strategies developed for a variety of target customer prospects. These customers included large building supply chains, property development companies, Big Box Retailers and local custom home builders.
- **Founded multi-company consortium to service home builders** - My-Pros, an alliance of multiple companies servicing the new home construction market, created a technical and marketing alliance promoting a streamlined and holistic approach to building residential homes.
- **Developed and implemented comprehensive sales training program** - 75-page manual trains regional and area sales staff on proper messaging, sales techniques and independent operation of dedicated sales territory.

- **Updated email company newsletter campaign** - Retooled email newsletter campaign and developed consistent and targeted messages for monthly releases.
- **Wrote numerous articles and BLOGs supporting PR initiatives** - Informative BLOGs and PR releases proved crucial to create an effective online market expertise and dominate the home plan “thought space.”
- **Updated website with key support messaging** - Retooled website resulting increased unique visitor traffic 10 fold in less than three months.
- **Created and developed trade local trade show presence** - Developed local trade show display to support professional and consumer trade show exposure.
- **Developed direct mail campaigns and promotions** - Improved dealer search capabilities, web optimization, search word criteria, and consumer content. Improved site visits by three fold and dealer search by 4 fold.
- **Updated collateral materials and messaging** - Improved look and messaging of all literature, manuals and customer contact vehicles.
- **Developed and supported online builder store** - Using third party software, created an online store presence for specific building product purchases.

FIBER COMPOSITES, LLC – New London, NC

2004 – August 2008

National leader and rapidly growing manufacturer of composite decking, railing and fencing products sold through traditional lumber distribution channels, Home Centers, and specialty co-op lumber merchandisers.

Marketing Director

Managed \$3.5M marketing budget to develop consumer branding strategy, implement national advertising campaign and improve a variety of market support mechanisms.

- **Managed Two Outside Ad Agencies** - Managed two agencies responsible for promotion of two separate brand offerings while managing internal support staff charged with marketing of three house brands.
- **Complete Redesign of store set for national home center** - Resulted in 57% increase in same store sales and VENDOR OF THE YEAR honors. Currently show 10% increase in comp store sales and 20% overall growth over prior year.
- **Created New National Ad Campaign** - Developed concept for national consumer and trade ad campaign.
- **Revitalized and Launched House Brand of Composite Decking & Railing** - Developed and delivered unified brand message to trade and consumer market.
- **Redesigned Packaging and Labeling** - Designed and implemented new package labeling in support of new brand initiatives..
- **Developed Innovative and Targeted Customer Support Programs** - Designed program to build business relationships with contractors and dealers by supporting their marketing and advertising efforts through an interactive on line marketing portal.
- **Retooled Web Site for Consumer Focus** - Improved dealer search capabilities, web optimization, search word criteria, and consumer content. Improved site visits by three fold and dealer search by 4 fold..
- **Customer Service Support Website** - Graphics library, testing area, marketing materials, technical documents, FAQ's and more.

- **Reduced Marketing Costs by 25%** - Consolidated vendor and 3rd party support personnel to maximize efficiency and leverage quantity discount pricing.
- **Supported Major Acquisition** - Managed transfer of marketing, on-line and support materials from major brand acquisition.

JANCOR COMPANIES, INC. – Pittsburgh, PA

1998 – 2004

Parent company of Survivor Technologies, Kensington Windows, Outdoor Technologies, Heartland Building Products. Manufacturers of vinyl windows, siding, fence, deck, and rail for residential construction.

Vice President of Marketing

Directed the market development and support mechanisms for the vinyl building products in dealer, wholesale, and home center channels.

- **New Customer Acquisition** - 15% response rate, 10% closure, 25 new Kensington dealers in less than 3 months.
- **Retail marketing support** - 350 Lowe's Home Improvement Warehouses, POP-displays, interactive kiosks, signage, & literature.
- **In Bound Lead Control** - Automated search engine supporting five window brands with inbound telephone and Internet support.
- **Website design** - In house design for all brands and all company's product information, lead generation, warranty registration.
- **Customer Service Support Website** - Graphics library, testing area, marketing materials, technical documents, FAQ's and more.
- **Lead Generation** - "House of Windows" campaign generated over 4000 qualified names.
- **Dealer Direct Mail & Literature** - Automated direct mail support program and collateral literature for dealers and distributors.
- **Software Programming** - Developed and wrote window quoting software, *Quotation Plus*.
- **Video Production** - 30, 60 second commercials, 4 minute direct mail, and 10-minute infomercial.
- **Patented Design** - Reinforced tilt latch allowing double hung window to pass the Miami-Dade building codes.

ATRIUM DOOR & WINDOW COMPANY – Bridgeport, CT

1996 – 1998

Nationally recognized manufacturer of vinyl, wood, and aluminum windows and doors for residential construction.

Director of Marketing

Directed the market development and support mechanisms for Atrium Northeast.

- **New Product Launch** - Paragon Storm Door product became mainstay of aluminum door program.
- **Corporate Liaison for Atrium NE** - Participated in quarterly reviews and sale of company.
- **Public housing project intermediary** - Wrote proposals and takeoffs for public housing projects in CT and NY
- **Wholesale Distribution support services** - Developed support mechanisms for Standard Roofing and Rochester Colonial.

VEKA INC. – Fombell, PA**1992 – 1996**

World's largest extruder of vinyl profiles for the residential window and door industry.

Marketing Manager

Lead graphics support team of designers, printers, and artists in support of fabrication customers and their distributors.

- **International Liaison** - VEKA USA representative at international marketing meetings and review.
- **New Product Launch** - Developed marketing support for METREC painted profiles.
- **Trade Show Exhibition** - Two story, 50'x50' trade show exhibit at NAHB, NSDJA, and NARI.
- **SHO In House Demonstration** - Managed three day event demonstrating new SHO technology

TPC COMMUNICATIONS – Pittsburgh, PA**1987 – 1992**

Large national video production and duplication studio

Animation & Designer

Operated Softimage animation system for local and national client training and advertising programs.

- **Mr. Rogers Neighborhood** - 45 second animation of skywriting airplane.
- **Westinghouse Nuclear Reactor** - Animated disassembly of nuclear reactor core.
- **DDI** - Provided graphics and animation for Service Plus modules.

VARIOUS ENTRY LEVEL EMPLOYMENT**1984 – 1987**

Computer Graphics Artist and Photographer

Worked in a variety of graphic communications firms in support of corporate presentations and visuals.

- **Computer/animation artist** - Genographics computer artist and CubiComb & Softimage animation specialist with local graphics communication firm and large national video production and duplication studio.
- **Photographer** - Location photographer and dark room specialist for local retail photography outfit.

Ski School Director and Instructor

Held a variety of seasonal positions in the Skiing Industry.

- **Director of Ski School** - Managed 45 ski instructors in local Pennsylvania ski area.
- **Ski Instructor** - Rocky Mountain Certified Ski Instructor with Crested Butte, Colorado.
- **Retail Sales Representative** - Sold sporting goods in a local ski/tennis sports store.

Computer Skills

Microsoft Word, Microsoft Excel, Microsoft Power Point, Access, and mySQL Database engines
Visual Basic 6.0, Visual Studio.NET, Adobe Photoshop & Illustrator
Quark Express, HTML, PHP, JavaScript, 3D Studio, Softimage

Keywords: marketing, communications, marcom, vinyl windows, building products, manager, director, vice president, fence, deck, railing, Lowe's, Home Depot, distributors, contractors, builders, home center, management, agency, advertising.