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# OLIVER RAY

522 Whitehall Road ♦ Albany, NY 12208  
518.481.9870 ♦ oray@gmail.com

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## SUMMARY

- Exceptionally dedicated sales manager with background leading teams as large as 14 and overseeing more than \$45MM in sales annually
- Accomplished professional with 25 years sales experience representing a wide variety of kitchen cabinetry brands and product lines across New England and New York/New Jersey
- Strategic team player with commitment to company growth effectively implementing sales initiatives significantly impacting bottom line including revising product pricing structure and overhauling sales force training/goals
- Proven track record of success launching several new product lines through network of strong, established industry relationships
- Highly versatile and client-focused manager who thrives in fast-paced, continuously changing environments, quickly assessing and responding to customer needs
- Recognized industry leader with experience driving sales for some of the nation's most prominent manufacturers and serving as President of regional trade association

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## EXPERIENCE

### **COUNTRYWIDE CABINETRY**, Minneapolis, MN, 2005 – Present

#### Territory Manager, 2009 – Present

- Directly manage up to 30 client accounts across New England generating more than \$20MM in annual sales revenues – report directly to Vice President of Sales
- Grow and develop account base establishing seven new accounts including largest regional account, McCabe Home Centers, bringing in new sales of \$1.4MM
- Conduct formal training presentations up to twice a year thoroughly reviewing product lines and new features with client's sales force of up to 24 representatives

#### Regional Manager, 2005 – 2009

- Oversaw sales operations for staff of up to seven territory managers responsible for 300 accounts across region of up to 14 states with sales volume of \$26MM in 2009
- Focused on new and existing account development establishing up to 50 new accounts annually and expanding national accounts within region including ProBuild and DirectBuy
  - Partnered with ProBuild corporate senior management successfully penetrating three-state area previously unresponsive to sales efforts increasing sales revenues by more than \$3MM
  - Significantly grew business from DirectBuy more than doubling sales within one year to over \$2.2MM
- Implemented new sales strategy including significant restructure of sales staff resulting in highly dedicated and cohesive team contributing to nearly 50% increase in overall regional sales revenue within three years
  - Hired, trained, and managed five new territory managers
  - Three consecutive salesman of the year awards won by three different team members
- Successfully managed expenses consistently finishing under budget every year saving company more than \$25K
- Skillfully balanced responsibilities of both New England territory manager and regional manager for over two years

### **YORKVILLE CABINETRY**, Regional Manager, York, PA, 2004 – 2005

- Managed sales operations throughout New England developing and maintaining up to 50 accounts with sales volume of \$3.5MM annually
- Quickly established highly effective relationships with existing clients and added up to six new accounts within one year

### **KENTRICK SALES, INC.**, Manufacturer's Sales Representative, Hamden, CT, 2000 – 2004

- Grew business from ground up achieving sales of more than \$2MM in less than three years representing four distinct product lines across New England and Northern New Jersey/New York

- Developed 25 account relationships with both new and existing retailers including Consumer's Warehouse, Nuway, and Kitchen Expo
- Established significant recognition for previously unknown product lines for both custom and stock brands including Elmwood Kitchens, Helmstown Vanities, and Haas Cabinets
- Generated positive cash flow in first four months while registering sales of \$545,000 in year one
- Launched new high-end cabinetry line in Northern New Jersey and New England establishing 12 new accounts within first year

**MONTGOMERY'S CABINETRY, Vice President of Sales & Marketing, Clanton, AL, 1998 – 2000**

- Hired, trained, and managed inside/outside sales team of 14 covering 14 states throughout Southeastern U.S.
- Oversaw budgeting, operations, and logistics for unit generating \$10MM in sales annually
- Dramatically increased customer base by revamping outside sales force relationships, trimming existing roster and adding six new agencies
- Developed organization's first-ever start up sales kits for sales representatives and new dealers
- Launched fully integrated sales and marketing program distributing comprehensive marketing materials to over 100 retailers and completely overhauling company website
- Substantially increased profitability and sales by spearheading major revision of product pricing structure across more than 200 individual items

**THOMASVILLE CABINETRY, Regional Sales Manager, Thomasville, GA, 1990 – 1998**

- Directed team of five sales/marketing representatives generating \$42MM in annual sales across nine Northeastern states and three Canadian provinces
- Increased sales 130% from 1995 – 1998 by revamping training and overhauling sales goals
- Ranked first in sales out of seven regional sales managers for five consecutive years
- Drove territory sales from two stores and \$1MM to more than 86 stores and \$47MM, necessitating territory split
- Saved company more than \$500,000 in 1995 by successfully managing sales force budget
- Effectively trained and managed more than seven sales representatives – all reps later promoted to regional sales managers
- Responsible for company's largest regional sales increase nationwide in 1995
- Called on large retail home centers including Home Depot, Sears and Lowe's
- Promoted from sales representative to regional manager in only one year

**ROGERSON DOOR EXPERTS, Kitchen Cabinet Showroom Manager, Newport, CT, 1988 – 1990**

- Directed all operations for opening of 3,000 square foot state-of-the-art showroom including hiring, training and managing four sales professionals – generated more than \$2MM in sales revenue for new location
- Elected President of National Kitchen & Bath Association (NKBA), Southern New England chapter

**MERRILL INDUSTRIES, Sales Representative, Detroit, MI, 1987 – 1988**

- Managed sales for cabinet manufacturer's number one account

**LOCK MANUFACTURERS, Sales Representative, Rockton, IL, 1985 – 1987**

**RETAIL HARDWARE AND CONVENIENCE STORES, Manager, Amherst, MA, 1979 – 1985**

**EDUCATION**

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**AMHERST COLLEGE – Amherst, MA**

- Bachelor of Arts in History