**Justin J. Carleton**

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**SUMMARY**

Sales & Branch Manager with proven success directing sales teams, creating and implementing sales strategies, and maximizing company revenues. Profit and loss professional whose experience includes developing and implementing service, modernization, and installation business.

**SKILLS INVENTORY**

Revenue Growth | Business Development | Market Share | Sales Reporting | Sales Team Leadership | Customer Service | Results Orientation | Problem Solving | Salesforce (CRM)

**PROFESSIONAL EXPERIENCE**

***Sports Lighting Sales Manager* Jul 2021 – Present**

**Musco, Oskaloosa, IA**

Manage a sales team of 10 individuals and responsible for over $70M in revenue in the 13-state Great Plains market.

* Develop and execute sales plans for reps that have varying degrees of experience.
* Manage new product releases into marketplace.
* Responsible for implementing cross selling strategies to incorporate Musco’s full product offering.
* Identify market penetration strategies in undeveloped geographical areas.
* Responsible for growing profitability while maintaining 80% market share.
* Provide best-in-class lighting solutions for customers.

***HVAC Control Sales / Account Manager* Dec 2020 – Jul 2021  
Automated Logic, Johnston, IA**

Provide service agreement offerings and connected services to building owners and property managers. Responsible for the growth and expansion of existing accounts by showing added value. Partner with other sales engineers to improve profit generation from accounts through collaboration on other owner influenced work including time and material, connected services, and projects.

***Fire Protection Sales Manager* Nov 2018 – Jun 2020  
Johnson Controls, Urbandale, IA**

Managed a sales team of 15+ individuals and responsible for over $15M in revenue in the Iowa and Nebraska markets.

* Achieved FY 2020 quota in less than 8-months during Covid pandemic.
* Grew pipeline from 2X order budget to 4X by finding organic opportunities and getting involved in projects earlier in the sales cycle phase.
* Revived Lunch and Learn program resulting in a 20% increase in spec share and became a trusted consultant for engineers.
* Moved sales team away from paper takeoffs to Bluebeam software resulting in a 10% reduction in errors and increased collaboration.
* 2019 Merit Award Recipient – Award given to those who demonstrate excellence in achieving strategic objectives and outstanding service to customers.  Only award given in 600-person area.
* Implemented an account management cadence with large customers to increase communication resulting in improved scores in customer satisfaction.
* Implemented a forecasting strategy resulting in 20% improved accuracy.
* Led in Salesforce CRM usage and adoption. Taught classes and demonstrated to others how to utilize the program to understand and improve their business.
* Successful in finding ways to improve communication with other departments through tools like Microsoft Forms, Flow (Power Automate), and Power BI.
* Developed proactive succession plans for retiring employees.

***Elevator Branch Manager* Dec 2012 – Nov 2018**  
**KONE, Des Moines, IA**

Full P&L accountability and responsibility for the development and implementation of service, modernization, and installation business within Iowa. Ensure the profitable growth of the business and increasing market penetration and the development, retention, and value of existing accounts. Develop talent and manage action plans to secure successful execution of branch and people performance.

* Successfully achieved annual targets of $10M+ orders and $1M+ EBITDA.
* Expert in CRM and Salesforce usage of sales rep management.
* Developed, implemented, and attained an annual business plan, operating budget, and orders budget.
* Successfully executed implementation of objectives of business segments including safety, quality, installation efficiencies, and market pricing.
* Responsible for managing HR related processes including people development, staffing, compensation, and performance management.
* Have developed and fostered communication between all departments including effective problem resolution.
* Responsible for creating an environment of customer / employee satisfaction.

***Elevator Sales / Account Manager***

**Schindler, Urbandale, IA Aug 2003 – Dec 2012  
KONE, Denver, CO Jan 1999 – Aug 2003**Work with architects, developers, and general contractors in the development, design, and installation of elevators and escalators.  Continue relationship with property managers and building owners through extensive account management and service and repair sales.

* Proven #1 market share.  Consistently exceeds sales objectives through innovative ways to crack big accounts.
* Doubled unit and monetary volume in first year with Schindler.
* #3 in company for low-rise commodity sales.
* 2001 National Sales Winner for highest sales volume.  Beat out 80 other salespeople.
* Consistent top 5 salesperson for yearly orders.
* Led nation in customer presentations for multiple years.  Subsequent years saw a 20% increase in the product specified.
* Consistently increased profit margins by offering value added benefits post sale.
* Increased conversion rate for construction projects into existing service portfolio from 40% to 85% in 2-years.  This success took the office from the company’s worst to one of the best.
* Grew service portfolio from 0 units to 400+ units in 6 years at Schindler.
* Submitted Asset Management Plans to customers to use for budgeting upcoming repairs and help foster capital planning discussions.  Subsequent years saw a 15% increase in repair orders for those accounts.
* Managed $8-10 million in annual customer orders and improved margins through lean implementation of project management.

**EDUCATION**

**Master of Business Administration (MBA)**

University of Denver, Denver, CO

GPA:  3.63 / 4.00

**Bachelor of Science Business Administration**

Iowa State University, Ames, IA

GPA:  3.51 / 4.00

**MEMBERSHIPS & CREDENTIALS**

* Member of the [Iowa Elevator Safety Board](https://justincarleton.com/wp-content/uploads/2020/07/Elevator-Safety-Board-1.pdf) (2014-2022) appointed by Governor Terry Branstad. The board advises the Governor and Lt. Governor, the legislature, and state agencies on elevator & escalator safety issues. The board also has the authority to hear appeals from inspection reports and notices of defects and has authority to grant variances.
* [LEED® Green Assoc.](https://justincarleton.com/wp-content/uploads/2020/07/LEED-Certificate-1.pdf) (2010-2014) credential issued from the Green Building Certification Institute
* Previous member of Iowa Chapter of US Green Building Council
* Rotary Club of Ankeny, [Paul Harris Fellow](https://justincarleton.com/wp-content/uploads/2020/07/Paul-Harris-Fellow-1.pdf) (2006-2021)
* Active member of Ankeny Golf & Country Club (2005-present)
* Ankeny YMCA Property Committee (2012-2019)