

JUSTIN CARLETON



Ankeny, IA



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EXPERTISE

Revenue & Profit Growth
Business Development
Sales Strategy & Execution
P&L Leadership
Team Leadership & Talent
Market Expansion
Key Account Management
CRM & Sales Analytics

EDUCATION

MBA

University of Denver
GPA 3.63 / 4.00

B.S. Business Administration
Iowa State University
GPA 3.51 / 4.00

MEMBERSHIP & CREDENTIALS

Iowa Elevator Safety Board (2014-2022)
Appointed by Governor Terry Branstad;
advised state leadership, legislature, and
agencies on elevator and escalator safety.

LEED® Green Associate (2010-2014) —
Green Building Certification Institute

Iowa Chapter of US Green Building Council
(2010-2014)

Rotary Club of Ankeny, Paul Harris Fellow
(2006-2021)

Ankeny YMCA Property Committee (2012-
2019)

Ankeny Golf & Country Club (2005-present)

PROFESSIONAL PROFILE

Sports Lighting Regional Sales Manager

Musco | Oskaloosa, IA Jul 2021 – Present

- Direct a team of 10 sales professionals, overseeing \$100M+ in revenue across a 13-state territory.
- Develop and execute sales plans for reps that have varying degrees of experience.
- Maintained an 80% market share while continuously growing margin profitability through strategic pricing and territory expansion.
- Implemented cross-selling strategies across Musco's complete product catalog and led go-to-market execution for new product releases.
- Recognized as 2024 Runner Up for "Coolest Thing Made in Iowa" by the Iowa Association of Business and Industry.
- Identify market penetration strategies in undeveloped geographical areas.

HVAC Control Sales / Account Manager

Automated Logic | Johnston, IA Dec 2020 – Jul 2021

- Expanded existing owner accounts by cross-selling high-value service agreements and connected digital solutions.
- Collaborated with sales engineers to drive owner-influenced revenue across time-and-materials, connected services, and custom project scopes.

Fire Protection Sales Manager

Johnson Controls | Urbandale, IA Nov 2018 – Jun 2020

- Managed a 15-person sales organization delivering \$15M+ in revenue across Iowa and Nebraska markets.
- Exceeded FY2020 quota targets within 8-months during unprecedented Covid pandemic disruptions.
- Doubled pipeline capacity from 2x to 4x budget through early-phase project engagement and organic lead generation.
- Revived "Lunch and Learn" program resulting in a 20% increase in spec share.
- Modernized sales operations by transitioning to digital Bluebeam takeoffs, cutting estimating errors by 10%.
- Awarded the 2019 Merit Award for excellence in strategic objectives (sole recipient out of 600 regional employees).
- Implemented an account management cadence with large customers to increase communication resulting in improved scores in customer satisfaction.
- Improved forecasting accuracy by 20% and achieved top regional Salesforce adoption through peer training.
- 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

KONE | Des Moines, IA Dec 2012 – Nov 2018

- Held full P&L accountability for Iowa branch operations spanning service, modernization, and new installations.
- Led a 30+ member sales and field operations team, driving performance, execution, and customer satisfaction.
- Develop talent and manage action plans to secure successful execution of branch and people performance.
- Consistently delivered annual targets of \$10M+ in 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 business segment objectives, driving improvements in safety, quality, installation efficiency, and market pricing.
- Responsible for managing HR related processes including people development, staffing, compensation, performance management, and union labor relations.