

PRESIDENT · CHIEF COMMERCIAL OFFICER · CHIEF REVENUE OFFICER · VP SALES

GTA HYBRID | NORTH AMERICA
REMOTE

137% EBITDA GROWTH · 8 MONTHS TOROMONT CAT (TSX: TIH)	\$1.3B REVENUE SCOPE WOLSELEY / FERGUSON (NYSE: FERG)	+\$40M ABOVE REVENUE BUDGET 130 REPS · 16 MANAGERS	\$38M BUILT FROM \$0 · 2 YEARS ARABESQUE BULGARIA	24.3% GLOBAL REVENUE GROWTH THERMON (NYSE: THR)	650bps NET PROFIT IMPROVEMENT C.R. LAURENCE / OLDCASTLE
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EXECUTIVE PROFILE

Transformational commercial executive with 20+ years driving consistent revenue growth and P&L improvement across NYSE/TSX listed companies, PE-backed businesses, and greenfield markets. Track record turning around underperforming operations, scaling national and global sales organizations, and building commercial infrastructure that delivers durable margin expansion — from greenfield \$0 to \$1B+ operations. Deep expertise across industrial, capital equipment, wholesale distribution, building products, and clean tech. Fluent: English, Romanian, Bulgarian, French.

CORE COMPETENCIES

P&L Ownership & Turnaround	Commercial Strategy & Execution	Revenue Acceleration	National & Global Sales Leadership	Greenfield Market Entry
EBITDA Optimization	Change Management	Team Building at Scale	CRM & ERP Implementation	MS Dynamics · Power BI · SAP
M&A Commercial Due Diligence				Investor & Board Reporting

PROFESSIONAL EXPERIENCE

Chief Commercial Officer

2023 – Present

Samsar Resources LLC — Circularity-as-a-Service · Li-ion Battery Repurposing · New York, USA (Remote)

- Joined pre-revenue; architected full go-to-market strategy, commercialization roadmap, and revenue models — driving **first commercial deployments** of NthLife™ repurposed battery systems across equipment rental, construction, telecom, utilities, and marine sectors.
- Secured **Tier-1 EV OEM partnerships** ensuring multi-cycle Li-ion cell repurposing, boosting margins while aligning with global sustainability mandates.

Vice President of Canada

2021 – 2022

C.R. Laurence / Oldcastle BuildingEnvelope — Architectural Metals, Glass Fittings & Glazing Supplies · \$70M Canadian P&L

- Full P&L responsibility across four Canadian service centers; recruited to revitalize an underperforming region and transform it into a high-performing national division.
- Delivered **650 basis points of net profit improvement** and **118% of the FY21 sales plan** through compensation restructuring, CX strategy redesign, and centralized operations.

Director of Global Sales & Business Development

2019 – 2021

Thermon Heating Systems (NYSE: THR) — Industrial Process Heating · North America · EMEA · APAC · Russia

- Owned global commercial performance across four geographies; managed budgeting, MBR/QBR forecasting, and performance tracking within a matrixed international organization.
- Delivered **24.3% revenue increase** and restructured business plan to diversify beyond oil & gas — expanding into renewables, pharma, data centers, and rail & transit.
- Drove **MS Dynamics CRM and Power BI** adoption to enable more accurate cross-regional forecasting; recruited and developed a world-class global sales and engineering team.

General Manager — Material Handling Division

2015 – 2019

Toromont CAT (TSX: TIH) — Capital Equipment · Caterpillar Dealership · Ontario

- Inherited a loss-making division; rebuilt leadership team, clarified strategic priorities, and instilled a culture of accountability — **turned losses to profitability within 9 months**.
- Grew revenue **33%** and expanded **EBITDA 137% within 8 months** through operational restructuring, talent strategy, and commercial re-engagement of key accounts.
- Implemented automated work-order platform raising technician productivity by 10%; designed inclusive recruitment approaches supporting a future-ready workforce.

National Director of Sales Wolseley Canada / Ferguson Plc (NYSE: FERG) — Wholesale Distribution · \$1.3B Canadian Subsidiary · 16 Managers · 130 Sales Representatives ▶ Led national sales operations for a \$1.3B subsidiary of a global distribution leader; transformed a fragmented field organization into a metrics-driven, high-performance team. ▶ Delivered 12% national revenue increase — \$40M above budget — through disciplined pipeline management, gamification, and unified performance accountability across 130 reps and 16 managers. ▶ Achieved 93% CRM field adoption in 10 months , enhancing visibility and decision-making at all levels; drove alignment across regional and national strategic objectives.	2012 – 2015
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Country Manager — Bulgaria Arabesque Ltd. — Eastern Europe's Largest Wholesale Building Materials Distributor · \$600M+ Company Revenue ▶ Built the Bulgarian subsidiary from a zero-revenue greenfield to \$38M in 2 years — establishing full market presence, supply chain, and a 120-person team serving 7,000+ clients. ▶ Managed full P&L, capital expenditures, procurement, and inventory across a large commercial vehicle fleet; sourced product from China, Europe, and North America. ▶ Implemented SAP ERP and CRM systems; surpassed initial revenue and profitability targets three years ahead of schedule .	2006 – 2012
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Senior Business Development Manager Open Text Corporation (NASDAQ: OTEX) — Enterprise Content Management · 11 US States · Fortune 500 & Government Accounts ▶ Oversaw business development and channel sales across 11 US states; built and maintained partnerships with Fortune 500 and government stakeholders; additional early career experience as General Manager, ASTAware Technologies.	2003 – 2006
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EDUCATION & CREDENTIALS

Bachelor of Science — Metallurgy & Materials Science University of Galati (Lower Danube University), Romania Lecturer — Business Strategy & High-Performance Leadership National & World Economy University, Bulgaria Competitive Advantage · Managing for Execution · Strategic Leadership

ADDITIONAL INFORMATION

Languages: English · Romanian · Bulgarian · French Public Co. Exp: NYSE: THR · NYSE: FERG · TSX: TIH · NASDAQ: OTEX Technology: MS Dynamics CRM · Power BI · SAP ERP · HubSpot · Odoo Sectors: Industrial · Distribution · Cap Equipment · Building Products · Clean Tech
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