

# Casian G. Glavce

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

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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

## 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
- Investor & Board Reporting
- M&A Commercial Due Diligence

## 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.

2012 – 2015

**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.

**Country Manager — Bulgaria**

2006 – 2012

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**.

**Senior Business Development Manager**

2003 – 2006

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.

**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