

Charles D. Gephart Jr. *Turning sales opportunities into profits through vision and leadership.*

64 W. Main St * Chester, CT 06412 * 860.910.6114 * charlie.gephart@gmail.com

Strategic Business Development / Expanding Distribution Channels / Presenting Sales Solutions

Respected executive with distinguished 20-year career leading sales operations for turnaround and high-growth organizations. Repeated success guiding sizeable, multi-national and cross-functional sales teams to market dominance with leading-edge selling and marketing solutions to drive record-setting profits. Hired and trained over 20 professional sales executives. Expert presenter to board members of companies such as Kohlberg, Kravis & Roberts (KKR) securing their equity investment and successful negotiations with senior executives for the acquisition of Quantum Biochemical. Technical trainer for numerous seminars and can effectively communicate complex technology to small classes and larger groups with over 100 attendees. Excels in reasoning and solution problem solving, with educated decision making skills and able to forge solid relationships with strategic partners and build consensus across multiple organizational levels. Board member on Manufactures Council of Pool Industry. Numerous performance awards such as Rookie of the Year, Salesperson of the Year and Region of the Year. Proficient in Microsoft business suite, Cognos & Prelude operating systems, Six Sigma processes, Act and Goldmine CRM's. Willing to relocate and available for 75% travel.

Areas of Strength

- New Business Development & Expansion
- Market Planning & Positioning
- Multi-channel Product Sales & Distribution
- Facility Acquisitions & Operational Planning
- Multi-facility Financial Management
- Key Account Relationship Management
- Investor & Supplier Negotiations
- Hiring & Leadership of Sales Team
- New Product & Branding Launches
- Executive Negotiations & Presentations

Education & Career Accomplishments

- Indiana University Purdue University at Indianapolis
Business Administration
- Secretary of Manufacturers Council for NSPI
National Spa Pool Institute
- Radsport Outfitters, Llc
2007 Business of the Year (Chester Rotary)
Published in National Geographic

Qualifications & Career Experience

Pool Corp (Nasdaq: POOL) – Metro-Atlantic Region Manager

2009 – 2011

Industry leader (\$1.5B) in swimming pool distribution with over 3,000 employees and over 250 sales centers worldwide. Hired to turn around a (6) sales center region with (2) sales centers showing a negative net income.

In charge of complete restructuring to the Financial and Operational Management of (6) sales centers including full P&L and Balance Sheet improvement. Created and implemented sales management and market share growth initiatives. Recruited and managed new personnel at every distribution branch.

- Closed down a non-performing Construction Warehouse and reallocated or sold over \$600,000 in over-stocked and obsolete inventory within 4 months.
- Lead negotiator for the lease of new facility and oversaw the combined move of (2) sales centers. This included design and construction of warehouse, offices and showroom.
- Restructured Management Team of (2) Sales Centers.
- Reduced freight cost by 43% and Operating Expenses 5.2% below budget.
- Pool Corp recognized the new Montgomeryville, PA Facility for exceeding \$1 Million a month in sales in their first year and was distinguished as the #1 Building Materials Sales Center in the division.

#1 Region in Division with #1 Branch in the Division for Exceeding Sales Budget in 2011

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Radsport Outfitters, LLC – Owner, Operator

2005 – 2009

Outdoor Adventure store specializing in Bicycles, Kayaks, Hiking, Winter Sports and Outdoor Apparel.

- Maintained year on year sales growth over 30%.
- Selected as Business of the Year by Chester Rotary Club.
- Recognized by Industry leading distributor, Quality Bicycle Products (QBP) for highest sales volume in Lazer brand Bicycle helmets.
- Published in National Geographic Travel Magazine for “Dock & Dine” Kayak excursions.

Advantis Technologies, Inc. (Formerly Laporte Water Technologies)

1988 – 2005

Vice President of Sales

1998 – 2005

Eastern Region Manager

1995 – 1998

Midwest Territory Manager

1988 – 1995

Industry Leader in Swimming Pool, Spa and Surface Water Chemical Manufacturing. Hired to establish a market presence as Territory Manager for (13) Midwestern States. Through extraordinary sales performance was promoted to Eastern Region Manager, responsible for customer development and market expansion of all states east of the Mississippi River. With continued success and expertise in leadership and business development, promoted to Vice President of Sales, responsible for global sales and marketing of swimming pool and recreational water treatment products.

- Developed, Implemented and Achieved Sales, Marketing and Financial Goals.
- Accountable for over \$50 million in annual sales.
- Managed an International Sales Force of 25 Sales Managers and Manufacturer Rep Firms.
- Developed and Designed sales and marketing programs including brand and product launch for leading swimming pool chemical lines.
- Boardroom involvement presenting financials and market statistics to Kohlberg, Kravis & Roberts (KKR) during acquisition of Laporte Water Technologies, Inc.
- Managed the acquisition of Quantum Biochemical in 1998.
- Numerous Salesperson and Region of the Year Awards.