

Core Expertise

Commercial Roof Consulting | Single Ply and Multi Ply Roofing | Elastomeric Coating | Metal Roofing | Shingle Roofing
Life-cycle Optimization | Condition Assessments/Due Diligence | Project Management | Sustainable Design | Architectural
Business Development | Database/CRM Management | Process Improvement | Team Productivity | Servant Leadership |

Professional Experience

➤ ROOF CONSULTANT AND BROKER | Colorado Roof Consulting & Restoration, LLC July 2023-Present

Driving intelligent solutions for commercial roof service, maintenance, restoration and specialty projects in the Colorado market.

- Roof condition assessments and technical consulting
- New construction, roof replacement, roof restoration design, contractor brokering and quality assurance.
- Moisture Analysis, Dew Point Analysis, Drainage, Wind Uplift, Green Building Ordinance
- Plans, Specifications and Details
- Roof Asset Management Plans

➤ ROOF ASSET MANAGER | B&M Roofing of Colorado Oct 2021-August 2024

Driving commercial roof service, maintenance, restoration and specialty project revenue in the Colorado market.

- Roof condition assessments and technical consultative sales
- New construction and roof replacement estimating, design, sales and project management.
- New Business Development and Existing Client Retention
- Organizing and optimizing the current service department workflows, CRM database, document templates and inter-department collaboration for increased efficiency and improved performance.

➤ SALES DIRECTOR/AMBASSADOR OF GREEN BUILDING | SHREDDED TIRE, INC., *Global* 2021

Responsible for fostering community awareness of the benefits of the Shredded Tire product line, cultivating relationships with like-minded building owners, designers, contractors, and community leaders, and driving new business acquisition to help the world one re-purposed tire and one saved tree at a time. Roof terrace design, architectural advising

- Managed: sales, marketing, private label and investor relations, technical design, product quality, new product launch, customer success, and sustainability practices.
- Drove engagement and initial private label negotiations with multiple C-level executives at 8 different global manufacturing companies.
- Engaged prospective licensee partner organization in the public and private sector in multiple countries, resulting in several key partnerships.

➤ VICE PRESIDENT (SALES & MARKETING) | BLUEFIN, LLC, *National* 2020

Responsible for driving a culture of unsurpassed customer service by supporting, coaching, and mentoring a team of 5 client success managers and 3 business development managers, identifying client values to guide strategy and innovation decisions, setting, and achieving revenue and retention targets and KPI's, collaborating with other department team members to optimize process efficiency and client experience, and participating on the Executive Leadership Team to contribute to the overall company strategy.

➤ DISTRICT MANAGER (TECHNICAL SALES) | SIKKA SARNAFIL, *Florida & Caribbean* 2014 – 2020

Spearheaded a relationship-based consultative sales approach focused on building-owner relationships, design firm support, and contractor alliances. Established track record of developing successful growth strategies and customer loyalty. Provided technical analysis, design recommendations, cost estimates, details, specifications, bid documents and project oversight on highly complex and high-profile construction and renovation projects.

Performed Roof Design, Estimating, Sales and Project Management of \$2-3 million per year. Provided professional coaching and development strategies to key personnel and clients. Implemented new CRM and Project Tracking system for improved metrics and responsive analysis.

Education & Certifications, Memberships

Bachelor of Science in Biology (Cell and Molecular Biology & Ecology), Metropolitan State University of Denver

OSHA Safety 10-Hour, OSHA

RRC Certification, IIBEC | *In-progress*

GRP Certification, Living Architecture Academy | *In-progress*

NRCA, CRA, IIBEC

Additional Skills

Spanish Language: Semi-Fluent, Business Proficient

Notable Projects

Roof Design, Installation and Project Management

- Apple Flagship Store, Aventura, FL
- Applewood Village, Wheat Ridge, CO
- Branson Residence, British Virgin Islands
- Crested Butte High School, Crested Butte, CO
- Denver Center for the Performing Arts, Denver, CO
- Granite Tower, Denver, CO
- Great Western Industrial, Windsor, CO
- Independence Plaza, Denver, CO
- Peakview Tower, Greenwood Village, CO
- Mount Sinai Medical Center, Boca Raton, FL
- One Biscayne Tower, Miami, FL
- Ritz Carlton Coral Gables, Miami, FL
- Street Car Stables, Denver, CO
- Tabor Center, Denver CO
- Tamarac Plaza, Denver, CO
- The Shore Club Resort, Turks and Caicos
- The Four Seasons, Anguilla
- World Trade Center Towers, Denver CO
- 1001 17th St, Denver, CO

Roof Asset Management Clients

- Albertsons Companies
- Aldi
- AutoZone
- Bank of the West
- Bespoke Holdings
- BROE
- Brookfield Properties
- Buckley Space Force Base
- Callahan Capital
- Cassidy Turley
- CBRE
- Centura Health
- Coldwell Banker
- Crescent Real Estate
- Cushman Wakefield
- Elevated Real Estate
- Fuller Real Estate
- Gart Properties
- General Growth Properties
- Google
- Griffin Capital
- IBC Holdings
- Jones Lange LaSalle
- Jones Realty
- JP Morgan Chase
- Kimco
- LBA Realty
- Lockheed Martin
- Newcastle Properties
- Michael Bloom Realty
- Molsen Coors
- MPA Group (Mexico)
- Palm Beach State College
- Phillips Edison
- Prologis
- Public Storage
- Publix
- Regency Centers
- Rosemont Realty
- Skyline Property Management
- Sessions Group
- Spectrum Commercial

- Sperry Van Ness
- Starwood Resorts
- St Charles Town Co.
- The Colorado Group
- Transwestern
- University of Colorado
- Vector Property Services

- Westcore Properties
- Westfield Development
- Western Centers
- Whole Foods
- Multiple Architecture Firms
- Multiple School Districts (CO and FL)
- Multiple Municipalities (CO and FL)