

Joel W. Shear

(954) 303-3875 | Joelshear@gmail.com

Summary of Skills & Qualifications

Senior leader with over 18 years of established success in both tangible and intangible products. Proven ability to exceed quota, foster long-term relationships, and grow market share in a challenging environment.

- Driven personality with strong ownership traits and uncompromising work ethic
- Robust track record of sales leadership, account management, and territory growth demonstrated through numerous awards, expanded responsibilities, and increased sales quotas
- Enduring commitment to creating long-term relationships through unmatched client facing service
- Abundant energy, ability to prioritize tasks, and sell in a highly competitive environment

Professional Experience

Elite Flooring

2022-2023

Vice President of Sales | Multifamily and Single Family Rental

- Directly responsible for my division EBITDA moving from 14.4% to 19.6%
- Grew direct sales revenue from \$43 MM to \$56 MM year one in role
- Directly responsible for my division increasing average margin from 24.6% to 28.7%
- Oversaw a sales team of 27, all of whom exceeded their sales numbers for 2022 and 2023
- Launched and led new single family rental division; hiring new employees and wildly exceeding all sales goals and projections
- Directly responsible for a marketing budget in excess of \$400,000 annually

RM Flooring

Eastern United States

2020-2021

Vice President of Sales | Eastern United States

- Sourced, hired, and trained a first year national sales team
- Grew revenue from \$0 to \$6.4 MM in the first year
- In year one, personally closed 2, multi-million dollar contracts, while overseeing the sales team
- In year one, 100% of my sales team exceeded all quotas, targets, and metrics nationally
- Awarded winner of inaugural national executive sales team contest

Southeast Floors

Southeast United States

2015-2020

Director of Territory Development

- Grew a 30-year-old company from a relatively unknown brand, to the largest multi-family flooring company in Florida
- Grew organization from \$12.8 MM in revenue, to \$31 MM in four years
- Oversaw a sales team of 12 individuals and an operations team of 24 individuals
- Responsible for all growth initiatives, training, sourcing, and development of personnel

- Responsible for vision, strategy, budgeting, and direction of the organization
- Solely opened two new locations, Savannah and Jacksonville
- Oversaw a marketing budget of over \$200,000 per year
- Personally closed several multi-million dollar agreements

Arbor Contract Carpet

Southeast United States

2012-2015

Regional Sales Manager

- Awarded National Regional Sales Manager of the Year 2012
- Awarded National Revenue Growth Leader of the Year 2013
- Grew revenue in my direct territory from \$5.8 MM in 2012, to \$12.3 MM in 2014
- Opened a new Ft Lauderdale branch and achieved \$1.2 MM in sales year one
- Oversaw 9 sales staff and shared assistance operationally
- Secured an estimated \$3 MM annual agreement in March 2014, comprising of 32 assets

Apartments.Com

Fort Lauderdale, Fl

2008-2012

Advertising Consultant

- Directly responsible for increasing territory revenue by 18% for the 2009 fiscal year, and 21% for the 2011 fiscal year
- Managed a portfolio billing in excess of \$67,000 monthly, comprised of 146 accounts, encompassing a 200 mile geographic territory
- Numerous time national, regional, and monthly sales leader
- Key advisor on product development advisory board after achieving top ancillary product sales
- Ended 2011 as the number 6 territory manager in the United States out of 123
- Ended 2011 at 133% to goal
- Personally responsible for signing numerous multi-state agreements with Fortune 1000 companies
- Was able to exceed company goals of both new unit sales and ancillary sales in 2009, 2010, and 2011's challenging market
- Maintained highest level of customer retention in the company for 2009 & 2010
- Sat on two committees for the South Florida Apartment Association representing over 145,000 apartment units
- Keynote speaker for several conferences in South Florida

Education

University of Central Florida

- Bachelor of Science in Business Administration: Emphasis in Marketing

