**C. ERIC LEONETTI**

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**GENERAL SALES MANAGEMENT PROFESSIONAL**

General Sales Management professional with expertise in multiple business environments markets. Implements business development and performance strategy with success in strategic planning, marketing initiatives, productivity improvements and cost reductions. Detail oriented, natural leader, with a passion for success and expertise in:

**-** Sales / Marketing Management - Strategic Planning - Personnel / Team Development

- Budget / Financial Management - Metrics Development -Value Stream Analysis

- Six Sigma / Lean / 5S Programs - Manufacturing Operations - Policy & Procedure Development

**PROFESSIONAL EXPERIENCE**

**Metal Sales and Manufacturing Corporation, Jacksonville, FL** 2013 – 2017

Privately held manufacturer of metal roof, wall and nonstructural components for residential, commercial and industrial applications with 21 locations throughout the United States.

**General Manager**

* Accountable to ownership for 63K sq ft facility including: 33 full time team members on two shifts, four roll forming mills, custom trim forming, sales and marketing, customer service and delivery transportation services. Full P&L and budgetary development responsibilities.
* Grew locations sales by 20.5% in first full year with a ROI of over 12% to the owners.
* Rebuild gross profit margins from 21% to over 36.5% in 18 months without losing market share.
* Guided sales team in negotiation and development of new business while maintaining existing customer base
* Developed and lead training initiatives for customer service and sales team toward up selling and product placement.
* Initiated CRM (SalesForce) accounting for greater field sale accountability.

**North Coast Resource Development LLC, Cleveland, OH** 2006 - 2017

Consultant to the business to business services, franchising, light manufacturing, distribution/logistics, developmental oil, natural gas and mining exploration sectors.

**Vice President / General Manager / Managing Partner**

* Authored company job descriptions, policies and procedures and training programs delivering high standards of consistency. Trained top down buy-in and integration of Six Sigma, 5S, Total Quality and Safety Program Management philosophies resulting in up to 35% in operational savings and increased job satisfaction. The largest single saving program the company's history.
* Initiated business and strategic plans for developmental and startup companies allowing capital acquisition to over $25,000,000 for product and/or asset operation expansion or purchase by building persuasive business, financial and operational plans and presenting these plans to Venture Capital and/or Private Equity firms at a corporate level.

**VHGI Gold LLC / VHGI Energy LLC, Fort Worth, TX** 2010 - 2012

Wholly owned subsidiaries of VHGI Holdings, Inc (an OTC.QB: [VHGI.PK](http://finance.yahoo.com/q?s=vhgi.pk)); developmental oil, natural gas and mining company.

**Vice President / Chief Operating Officer**

Reported to Board of Directors for mining, oil and natural gas, land and project acquisition processes. Built teams and developed acquisition strategies providing financial and legal analysis, background investigation and operational planning. Compiled and reported support data to Board of Directors.

* Built capital acquisition, marketing and public relations strategies establishing the construction of an asset base driving stock value to from $0.07 per share to record high value of $0.74 per share in eighteen months.
* Championed team of four responsible for the completion of a $1.5 million acquisition of gold mining leases with proven/probable resource value in excess of $20 million a company first.
* Counseled a three person acquisition team in vetting and qualifying a coal mining operation allowing for the purchase as a stock only deal, no cash transferred. Mining asset has an estimated market value of approximately $150 million. Putting the company is position to announce its first operating asset.

**Swisher Hygiene Corporation, Charlotte, NC** 2005 - 2006

World’s largest provider of commercial restroom sanitizing services franchised and/or company owed operations with over 100 locations in nationwide.

**Corporate Operations Manager**

Responsible for all company owned franchise operations: recapture, development, training, policy, procedure, profit and loss. Position eliminated within corporate restructure.

* Recaptured unsuccessful franchise locations. Hired and trained new General Managers, sales people and route services personnel. Re-established policy, procedure and quality standards; lowered customer turnover from 33% annually by average to less than 2% by average within 6 months.
* Established third party QA processes raising customer approval rating 25% to over 90% within six months.

**Parker Rust-Proof of Cleveland, Cleveland, OH** 1999 - 2004

Corrosion preventive and lubricant coatings to the steel and aluminum fastener and forming industries.

**General Manager**

Managed day to day activities of high volume secondary steel processing facility with over 45 employees on two shifts including: process operations and personnel, accredited laboratory, capital planning, profit and loss and new business generation.

* Generated an additional $1.5 million in new income driving total revenues to over $6 million annually for the company.
* Developed and edited policies, procedures, and work instructions in conjunction with the Quality Manager as part of the ISO team to achieve initial ISO-9001:2000 certification.
* Employed statistical process controls and methodology for the elimination of field failures; reduced rejected coatings in the field to a company record of just less than 0.1% down from the previous record of 1.75%. Increased customer satisfaction scores from 96% to 99%.

**EDUCATION & CERTIFICATIONS**

**Bachelor of Arts, Communications & Marketing** **1981**

University of Wisconsin, Madison, Wisconsin

**ISO Internal Auditor 1998**

SRI Quality System Registrar Incorporated, Wexford, Pennsylvania

**Six Sigma Green Belt Certification 2004**

Kent State University, Burton, Ohio