

Executive Sales Operations Leader

Sales Process Optimization ○ Sales Territory Management ○ CRM ○ Sales Enablement

Proven Track Record in PE & Fortune 200 Distribution Businesses

Results-oriented, senior sales leader with consistent track record of successfully building teams from the ground up including outbound call center sales teams focused on SMBs, Field Sales Process Improvement, Territory Optimization, Sales Onboarding, Seller Enablement Tools, and Training Programs. Unique blend of strong management skills, entrepreneurial mindset and business acumen while driving strong partnerships with field leadership teams.

“Over the Past 14 years, Ali built a world class Business Development team that greatly improved our ability to acquire new customers, penetrate existing customers, accelerate sales synergies with acquisitions and decrease sales cycles. His leadership and energy were infectious to his team, our supplier partners, and the company as a whole.”

-Kevin Kerby, Managing Partner, Bain Capital
Formerly WESCO Global Sales & Marketing VP

“Ali is one of the most organized, professional, results oriented leaders with whom I have worked. He can execute across functions and disciplines because he is deliberate, thoughtful, and diplomatic. He knows that if you can't measure it, it does not exist!”

-Andrea Hogan, CEO, Merchants Metal
Formerly WESCO Group Vice President



Motion Industries (GPC), Birmingham, AL Jan '20-Present

Motion is part of Genuine Part Company's Industrial Group which provides industrial replacement parts and MRO supplies in North America. With Annual Revenue approaching \$9 Billion, the company has 17 DCs, 503 Branch Locations, and 68 Service locations.

Vice President of Sales Excellence for North America – Promoted April '23

- Responsible for building out our first companywide Sales operations team supporting Field Sales Territory Management, new sales compensation programs, Sales Training & Onboarding Team buildout, sales process improvement, CRM, and territory optimization initiatives.

Senior Director Sales Excellence – Promoted November '22

- Additional responsibilities include Sales Enablement team buildout and extending sales best practices along with tools built from the Inside Sales Call Center to the rest of the field sales organization. ***Selected to be part of the annual Executive Leadership Program (1 of 5 candidates)***

Director Inside Sales Call Center –January '20

- Successfully established the company's first inside sales team focused on making outbound calls to existing small to medium accounts to drive wallet share growth. Team has successfully grown from zero to 90 sellers driving double-digit growth each year from '20 thru '24.



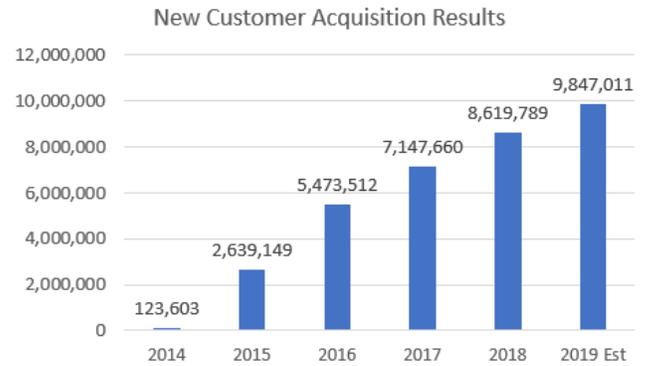
TruckPro, Memphis, TN

May '14-December '19

TruckPro is one of the nation's largest independent distributors of heavy-duty truck and trailer parts with over 150 retail locations in 33 states. Companywide Revenue \$600+ Million. Private Equity Ownership by Harvest Partners. Platinum Equity acquired company in October 2019.

Director of Business Development

Relocated from Chicago to Memphis to help build TruckPro's dedicated centralized team focused around new customer acquisition with generating highly qualified leads for field account managers across all locations. Expanded role in Q2 2017 to build a proactive centralized inside sales team making outbound calls to grow sales for small to medium sized accounts as well as minimize customer churn. Equity ownership in company.

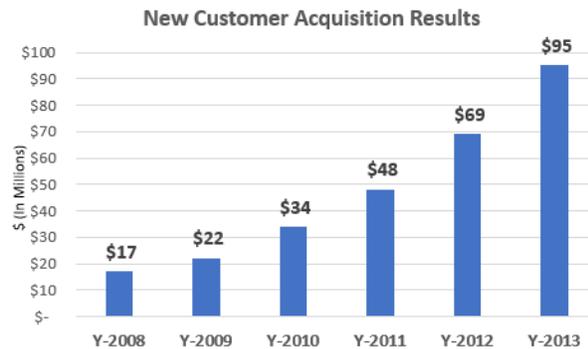


WESCO® WESCO International, Chicago, IL (HQ Pittsburgh, PA) Aug '00-May'14

Global distributor of electrical, lighting, building automation, data communications and physical security products. Companywide Revenue over \$8 Billion.

Director of Business Development

Responsibility for the building a centralized team focused around new customer acquisition across WESCO's 400+ locations, Global Accounts program, and international locations. Integration of this program with Supplier Relations & Marketing. Development and execution of strategic plans, and launching key components of this program to the branch managers, sales teams, & key suppliers. Built and scaled operation to 43 resources creating full year new customer revenue of near \$100 Million in 2013.



CSC Chicago, IL

Data Communications & Physical Security Products Distributor Revenue Near \$600 Million at the time of acquisition from WESCO in 2005.

Director of Business Development

Successfully built and scaled the business development operation from a 1-person operation when I came on board to over 7 resources. Group was focused around generating highly qualified leads on new opportunities with appointments for the outside sales teams to decrease the overall sales cycle, expand sales pipeline, improve close ratio, and drive top line sales growth. Successfully recruited the right resources, built sales and consistent training processes, integrated CRM, drove field engagement, and career path development that enabled us to have a high retention rate of these resources to improve sales productivity. Position transitioned to leadership role at WESCO.

Early Career

- Business Development Representative, Infinium Software 1999-2000
- Business Development Representative, Ricoh 1998-1999
- President/CEO, Cyber Submit (Startup internet company) 1998-2000

Education & Professional Development

- **Selected to be part of the Motion / Genuine Parts Company Executive Development Leadership Development program. Each year the President of the company selects 5 high potential individuals for this onsite 2-week program which is led by the faculty at Emory University.**
- College of DuPage
- Dale Carnegie Leadership Advantage Program
- Quantum Leap Mastermind Group
- Coaches & Mentors:
 - Tim Storey - Acclaimed author, speaker and life coach. Tim Storey is well known for inspiring and motivating people of all walks of life, from entertainment to executives, celebrities and athletes.
 - Hal Elrod - #1 international bestselling author of The Miracle Morning, top-rated keynote speaker, host of a top podcast and personal development events.
 - Jon Berghoff- Co-founder and Managing Partner of the Flourishing Leadership Institute.
 - Bob Berland - Olympic Silver Medalist, Olympic coach, Entrepreneur, CEO and a keynote speaker