**max wry**

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**SALES & OPERATIONAL MANAGEMENT PROFESSIONAL**

High-performance executive with an unbroken record of increasing sales and profits in highly B2B and B2C competitive markets for companies whose global revenue is over $4B annually**.** 12 years of Auto Glass experience with a record ofdeveloping and implementing innovative sales and leadership strategies that captured breakthroughs in market share and margins, enabling customers to better compete in regional markets. Expertise with revitalizing business development with the vigor and focus required to aggressively execute plans in concert with company strategic direction and drive sustainable revenue growth.

**core skills**

Operations, Sales & Marketing Consultative Sales New Business Development

Creative thinker Customer/Client Focus Multi Unit District Management

KPI Leadership Auto Glass / Automotive industry Word, Excel, & PowerPoint

**Professional Experience**

**Safelite AutoGlass 2011–2022**

**District Operations & Sales Manager**

Developed, communicated and implemented the vision for this district, including short and long-term sales and operations plans to grow market share and increase brand awareness. Cultivated a team of leaders and associates to consistently exceed profit and sales goals by fostering a culture that drove a great, memorable and easy customer experiences. Safelite is a company whose annual revenue is over $2.3 billion.

* Produced consistent year over year double digit sales growth and ROI within the district by creating an environment where everyone was inspired to do their best and focused on delivering an outstanding customer experience.
* Lead all field sales and operations activity within the district and developed new best practices, adjusting district strategies to excel in drastically changing markets.
* Responsible for district P&L, ensuring that revenue goals were met by managing expenses, maximizing profits and minimizing losses and conducting monthly financial reviews with RVP’s and store leaders.
* Focused leadership through engagement and motivation, prioritizing relationships with associates, customers and insurance agents to drive success.
* Oversaw retail operations for multi-unit district to strategically drive productivity, profitability and customer satisfaction.
* Performed daily store visits to meet with store leaders and staff and ensure we were delivering on the promise of a great customer experience.
* Reviewed weekly KPI data with direct reports in one-on-one meetings and developed coaching plans to exceed expectations.
* Mentored and promoted associates into leadership positions.
* Directed associates on how to provide excellent customer service, company products, policies and guidelines; developed collaborative relationships with peers to ensure best practices were shared across all teams.

**Area Sales Manager**

Drove revenue and profits by establishing strong relationships with key executives at major business partners including Farmers Insurance, State Farm Insurance, Allstate Insurance, and Enterprise Car Rental. Managed key national accounts Enterprise, Hertz, and JB Hunt at a local level.

* Grew book of business from $600,000 to $4 million during tenure. Supported key client management teams through Department of Insurance certified training.
* Expanded existing customer relationships by continuously proposing solutions that meet their objectives and needs.
* Organized trade show sponsorships and company sponsored charity events.
* Liaised with external and internal customers to resolve service issues.

**Martini Drilling Corporation-Los Alamitos, CA 2008–2011**

**Geoprobe Division Manager**

Directed sales and marketing efforts; developed sales-driven forecasts, product development, and promotional campaigns. Managed and scheduled appointments for new job requests.

* Developed and managed team of drillers using motivation and training techniques aligned with company goals and objectives.
* Exceeded new business sales goals 10% in the first quarter; increased annual revenue 20%; designed company website; and implemented company-first email marketing campaign.

**Orange Coast Title-Los Angeles, CA 2007–2008**

**Account Representative**

Provided the highest levels of service, marketing direction, resources, and business planning increase title insurance orders.

* Averaged $45,000 monthly sales for resale and lender title insurance orders in a disadvantaged market, exceeding quotas.
* Conducted educational seminars for local Real Estate offices on various subjects.
* Developed and presented training and sales material to management officials at Prudential Mulhearn Realtors to facilitate exclusive business-to-business relationships.

**The Real Estate Book  Network Communications, Inc.-Lawrenceville, GA 2002–2007**

**Regional Sales Manager**

Brought onboard to turnaround under-performing magazine. Directed real estate books including sales, production, and accounting operations. Improved employee morale and performance by executing an innovative strategic alliance among departments. Developed strategic plans, resulting in delivery of sales commitments by acquiring new customers, upselling products to existing customers, and improving customer retention rate that achieved company revenue and profitability goals.

* Recruited, hired, trained, and motivated sales team. Conducted performance reviews and provided feedback to encourage professional and personal growth.
* Assumed full P&L responsibility for assigned clients/projects including forecasting, budgeting, and cost estimates; managed financial demands consistent with budget projections.
* Achieved progressive double-digit revenue increases on an annual basis in new territories.
* Established regional hub in Orange County; established and maintained strategic relationships to drive annual billing from zero to $500,000 in less than three years; and consistently met or exceeded revenue and profit goals.
* Nominated for and received Top Sales Awards in 2004.

**EDUCATION  licensure**

**University of Arizona**

**Bachelor of Arts (B.A.), Media Production & Business Administration**

**State of California Real Estate License**

College degree, 5+ years leadership experience, Oversee P&L, Lead through engagement and motivation, communication, promotion, Proficient with Microsoft Office Suite (Word, Excel, PowerPoint, Outlook), detail oriented collaborate, multi unit, coaching, hiring