

SANDY PACE

19 Canterbury Place, The Woodlands, TX 77375

678-662-1057 | SandyPaceTX@gmail.com | www.SandyPace.com

Hello and good day!

With over 15 years of Marketing and Business Development experience supporting north american and global organizations, I am eagerly exploring opportunities to contribute through full time employment in building material manufacturing, distribution, design, construction, or related field.

While my experience includes commercial and residential construction, I have spent the past six years developing and supporting the brands and customers of Oldcastle APG's manufactured building material products. After four and a half years at Oldcastle, I continued my work with manufactured and natural stone building materials on the distribution side at both SiteOne Landscape supply and Heritage Landscape Supply, which – combined with my construction background- has given me 360 insights into product lifecycle and each customer base. Most recently I've worked with IQ Power Tools, supporting the same customer segment of contractors, installers and distributors of building materials while continuing to develop relationships in the A|E|C industry.

My experience has included management of 5 direct reports (domestically and internationally) with larger sales teams reporting upward, the build out and execution of local, domestic, and global marketing strategies for customer programs and product training, both large scale and small client presentations, events and partnership building, as well as promotion through professional associations such as AIA, ASLA, and consumer media through HGTV, Time, Inc., and other outlets.

I'm eager to discuss opportunities with your organization which could leverage my experience and desire to immediately contribute and bring value to your team. Please review my resume and online portfolio (www.SandyPace.com) at your convenience and let me know if there is a good time to connect for any business development, client relations, or marketing needs.

Thank you,

Sandy Pace

SANDY PACE

The Woodlands, TX, 77380 • (678) 662-0157 • SandyPaceTX@gmail.com • [Linkedin.com/in/SDPace](https://www.linkedin.com/in/SDPace) • www.SandyPace.com

WORK EXPERIENCE

SPACE Marketing, LLC April 2017 – PRESIDENT

Owner, Building Materials Marketing & Brand Consulting

iQ POWER TOOLS PERRIS, CA (remote) SEPTEMBER 2022– PRESENT

Director of Marketing contract, leading go to market strategy for US, European, and Australian markets including new product launch, content and campaign development, training events and materials, capturing voice of the customer, and business development activities. Manage a team of 2 Marketing Associates and 4 Regional Salespeople globally.

HERITAGE LANDSCAPE SUPPLY HOUSTON, TX MARCH 2021– SEPTEMBER 2022

Senior Product Manager of Hardscapes contract, developed and built the product category of Hardscapes within Heritage Landscape Supply's South Regional branches. Dual focused role of internal training, stocking, and building category presence within our branches and teams, while creating relationships with major national and international suppliers of manufactured product, natural stone, and accessory.

SITEONE LANDSCAPE SUPPLY ROSWELL, GA (remote), APRIL 2021– MARCH 2022

Senior Product Manager of Hardscapes contract, partnered with national suppliers, manufacturers, and internal stakeholders to develop and direct SiteOne StoneCenter branding, digital, and in store marketing. Alongside category team, grew StoneCenter brand awareness, and line of business sales across North America.

- Partnering with line of business leadership, rebranded SiteOne Landscape Supply Centers into three tiers of distribution: SiteOne StoneCenter, SiteOne Nursery, and SiteOne Landscape Supply. By differentiating product lines, successfully grew the Hardscapes product line 30% YOY.
- Launched new branding of SiteOne StoneCenter locations both via in person events such as local and national tradeshows as well as digitally through SiteOne.com/StoneCenter and new social media channels
- Led take-off of SiteOne StoneCenter communications and marketing strategy, partnering with supplier brands to create full product line catalogs, national and regional promotions, as well as cohesive digital marketing from e-blasts to geotargeted mobile advertising

BELVOIR REAL ESTATE GROUP HOUSTON, TX, OCTOBER 2020– APRIL 2021

Director of Marketing contract, managed and lead a team 5 amongst marketing, graphic design, and brokerage support departments to develop and direct Belvoir marketing program implementation. Alongside Belvoir's executive team, grew Belvoir's brand, image, and sales presence both in volume and geography to project into new markets across Texas and the southwest.

- Developed and launched strategy to integrate marketing with brokerage sales, commercial management, and investment support.
- Implemented new cross department processes to improve efficiency in sales and brokerage, resulting in a 25% increase in closings YOY.
- Launched consolidating branding of Belvoir's service offerings from commercial real estate sales, development, investment, and management to present a more cohesive value proposition to target audience.

OLDCASTLE APG, INC. ATLANTA, GA, JANUARY 2016 – OCTOBER 2020

National Training Manager | *Belgard University*, September 2019 – October 2020

By elevating Oldcastle APG's product and program training from what was once known as a one or two-day annual event to an overarching brand of training offered to all professionals within the hardscapes, landscape, and building industries, enabled Oldcastle's Belgard brand to execute on top goal of educating and sharing thought leadership with customers to help their business be more successful.

- Conducted over 120 live and 400 virtual events to collect voice of customer, product validation, and rebrand Oldcastle's Belgard training program to offer a more solutions-based strategy across North America
- Successfully rebranded the name of training for Oldcastle APG's branding of hardscapes. The strategy included tiering training types, new look and feel to branding and advertising, auditing of events for successful conversion to sales, and building the pool of trained customers from 3,000 to 4,500 annually.
- Expanded training from only live events to an online platform of live webinars, on-demand videos, and PDFs, and built the curriculum for the organizations first learning management system

OLDCASTLE APG, INC. (CONTINUED)

Regional Marketing Manager, May 2017 – January 2020

Working as a regional liaison with the Oldcastle APG's national brand team, direct regional marketing efforts for a seven-state region across the southeast, driving both national and local business objectives through the planning, development, and execution of market-specific strategy and tactics. Role included weekly client presentations, media relations, TV and radio interviews as spokesperson for Oldcastle.

- Successfully ran local marketing campaigns across a 7-state region targeting both B2B and B2C customers while reducing marketing costs by 10% YOY
- Partnered with National leadership to rationalize 10% of SKUS YOY while launching new colors and product into market based on demographics and competition

National Marketing Manager | *Belgard Hardscapes*, January 2016 – May 2017

Manage all aspects of trade & consumer marketing, from development to execution of digital and traditional marketing initiatives. Partner with media vendors to develop a portfolio of sponsorships, advertorials, digital campaigns, and trade publication placements, and consumer advertising.

- Coordinated and executed Belgard exhibit and events at Hardscapes North America and International Builder Show for 2016 and 2017 successfully and under budget (\$15K and \$85K respectively).
- Supported the exhibition and sponsorship of the Philadelphia Flower Show, which generated 3K+ leads and has increased brand awareness in the North-Eastern market, resulting in 15% YoY market sales growth in the region.
- Introduced and manage new initiatives to drive digital brand awareness, including re-targeting, SEO, social media, and data driven digital advertising, as well as email and other web-based outreach (blog, videos, etc.) on both local & national level.

D.R. HORTON HOMEBUILDERS ATLANTA, GA, NOVEMBER 2013 – JANUARY 2016

Divisional Marketing Manager

Managed marketing and sales budget of \$1.2M, and team of 3 direct reports. Created branding and incentives for new products and sales campaigns. Led teams and partnered with sales leadership to develop buyer and agent incentives. Coordinated marketing and PR events, including ribbon-cutting ceremonies and new community openings.

- Guided development of buyer and agent incentives, including designing original content and branding for sales campaigns, that delivered 30%+ increase in YoY net sales.
- Provided the marketing, outreach, and engagement that facilitated a 40% YoY increase in community openings (33+ new Atlanta-area communities during tenure).

MOMENTUM KENNESAW, GA, JUNE 2012 – NOVEMBER 2013

Marketing Coordinator

Managed a portfolio of marketing, client engagement, and brand development initiatives. Oversaw digital marketing, including site maintenance and social media outreach. Coordinated large-scale events – Advisory Council meetings, domestic and international tradeshow, etc. – to engage clients, generate leads, and ensure product value and relevancy.

YATES CONSTRUCTION CO. ATLANTA, GA, SEPTEMBER 2008 – JUNE 2012

Marketing Coordinator, May 2010 – June 2012

Partnered in securing a portfolio of new domestic and international projects by contributing to the design, content, and assembly of 150+ RFP responses. Developed and attended events to establish and maintain a presence with public and private sector clients, potential partner firms, and joint venture opportunities.

Marketing Assistant, September 2008 – May 2010

Collaborated with Estimating, Operations, and project management teams to collect photography, project, personnel, and other data necessary to build out Atlanta Division's portfolio of projects. While supporting assembly and delivery of responses to Requests for Proposal, leveraged professional partnerships with ULI, AIA and USGBC to host events and develop Atlanta based construction opportunities.

EDUCATION

Kennesaw State University | Kennesaw, GA *Bachelor of Business Administration (2007)*

CERTIFICATIONS, TRAINING & SKILLS

-
- Adobe Creative Suite, InDesign Certification
 - NCMA (National Concrete & Masonry Association Certification) Certified Sales Tech
 - Marketing Strategy, Client Relations and Presentations
 - ICPI (Interlocking Concrete Paver Institute) Certified Sales Tech
 - LEED AP, SouthFace Energy Institute