

# ROCCO CARNEVALE

290 Waterside Crescent ••• Maple, Ontario L6A 1V4

H: 905 303 8310

rcarnevale1@gmail.com

C: 416 986 6004

**Highly-accomplished Business Development-Marketing & Sales Leader;** offering a distinguished track record in strategic business planning, customer relations, sales/marketing, team leadership, and in-depth sales leadership & business development; offering excellence in field approach with an ability to build credibility and influence within and outside teams. Entrepreneurial mind-set with strong strategic, analytical, business, planning, problem-solving and technical ability.

---

## PROFESSIONAL OVERVIEW

---

### **LCBO - 4 Month Contract -**

Sept. 2017-Dec. 31 2017

- Most recent LCBO contact position;
- Evaluated potential NEW District Sales Managers and retail managers for the new Ontario Marijuana corporation (CCBO) headed by the LCBO.
- Reviewed criteria from the LCBO in the evaluation of potential new sales management team to head up the new Ontario Marijuana corporation (CCBO) headed by the LCBO

### **Eastern Regional Sales Manager;** Briggs & Stratton Power Group

2016-March 2017

- Managed a projected 7 million plus Regional Industrial-Commercial account territory representing Briggs & Stratton line of products (Briggs & Stratton, Ferris, Simplicity, Snapper, Massy Ferguson
- Responsible for the Promoting and selling all brands to Eastern Regional Outdoor Product IC accounts and .com accounts such as Home Hardware, & Ace.
- Managed 3 account and Sales agents in the territory
- Forged and maintained key business alliances to establish long-term, lucrative partnerships with customers.
- Responsible annual reviews, annual development of Vendor Buying Agreements, and for P & L within my division.
- Represent Briggs & Stratton (Canada) National and International trade shows and meetings.

### **Canadian Regional Sales Manager;** Karcher North America

2014- 2016

- Manage a business unit that consists National and Regional Retail Accounts and Industrial-Commercial accounts; 18 million business
- Managed sales 5 sales agency
- Direct sales responsibility for The Home Depot Canada, Canadian Tire Corp., Lowes, Canac, The Home Shopping Channel, HD Supply, Acklands Grainger Canada, Fastenal Canada, and P & I and as well as all DOT COM businesses associated with each banner.
- Represent Karcher North America (Canada) National and International trade shows and meetings
- Responsible for the Promoting and selling all product line segments with Karcher (Power Washers, Multi-Vacs, Steamers, and home & garden lines).
- Forged and maintained key business alliances to establish long-term, lucrative partnerships with major national retail merchants and IC merchants.
- Responsible annual reviews, annual development of Vendor Buying Agreements, and for P & L within my division.

# ROCCO CARNEVALE

290 Waterside Crescent ••• Maple, Ontario L6A 1V4

H: 905 303 8310

rcarnevale1@gmail.com

C: 416 986 6004

---

## **National IC Accounts, Sales Manager; Stanley Black & Decker**

2008– 2013

- Managed a (2013) projected 12 million plus National and Regional Industrial-Commercial account territories.
- Managed a sales team of 7 Territory sales Managers and agents
- Responsible for sales National IC accounts within our organization; REXEL Group of Companies; Nedco & Westburne Banners; HD Supply Group of Companies; Brafasco & Litemore Banners; Sonepar Group of Companies, Century Vallen, Sesco & Lumen Banners; Fastenal Canada, and Regional Responsibility for Acklands Grainger Canada, Home Hardware, Timber-Marts, as .com businesses.
- Represent Stanley Black & Decker Canada at all National and International Fastenal shows/meetings and Acklands Grainger shows/meetings.
- Responsible for the Promoting and selling all brands to National IC accounts and as well the Canada's largest single store hardware tool location Investments Hardware (IHL).
- Forged and maintained key business alliances to establish long-term, lucrative partnerships with major IC customers.
- Responsible annual reviews, annual development of Vendor Buying Agreements, and for P & L within my division.

## **National Accounts Manager; Mass Merchants; Legacy Black & Decker**

2008 – 2013

- Managed a 20 million plus division Mass Merchant Account base.
- Responsible for sales National Mass Merchants and P & I accounts within our organization; Sears Canada, Zellers, Loblaw's, Costco, Sam's Club and Wal-Mart (Home products line only), as well as all .com businesses within each banner.
- Responsible for the Promoting and selling all brands to National Mass Merchants accounts and as well the integration of all P & I accounts into 1 National P & I distributor.
- Forged and maintained key business alliances to establish long-term, lucrative partnerships with major clients.
- Responsible for P & L, and annual development of Vendor Buying Agreements within my division
- Responsible annual reviews, annual development of Vendor Buying Agreements, and for P & L within my division.

## **Corporate President/Owner, CAFÉ GROUP OF AMERICA, SIGNATURE CAFÉ CANADA LTD.**

1996-2007

- Drove startup operations, expanding the business into 15 locations by working with hospital directors and key university officials, amplifying gross revenue from \$0 to \$900K in 7.5 months for 2 locations.
- Directed more than 60 staff members and managed \$300K per month in P&L.
- Represented the organization at the National Restaurant Association (NRA) show in Chicago, the annual Specialty Coffee Association of America (SCAA) show, and the Fancy Food show in New York.
- Developed new locations in University of Buffalo, Buffalo State College, Geneseo State College, and Fredonia State College.
- Facilitated the successful company sale to Avenue Group.

---

## EDUCATION

---

BA, Business, Hartwick College (USA – Sport Scholarship)

PMAC Level 3 Designation

Lean Six-Sigma Certification (Black & Decker)