

Mark Spanswick

Richmond, Virginia | +1.630.207.9044 | mspanwick2388@gmail.com | [linkedin.com/in/mark-spanswick](https://www.linkedin.com/in/mark-spanswick)

CHIEF REVENUE OFFICER | PRESIDENT | COMMERCIAL ADVISOR

Proven Commercial executive with success growing revenue and share profitably across multiple business platforms and industries. Results achieved through building and transforming commercial teams, building and executing strategic business plans, developing top talent, and leading with integrity. Experience building, gaining alignment and executing a strategic commercial vision, transforming sales and marketing teams, integrating acquired businesses and leading large-scale change.

P&L Leadership | Dynamic Commercial Leader | Private Equity | High Character | Collaborative Style
Initiate & Drive Change | Top Performer | Skilled Negotiator | Vision Execution | Results Centered

PROFESSIONAL EXPERIENCE

ENCORE COMMERCIAL ADVISORS, Richmond, VA

Principal

August 2024 - Present

Operating as an independent commercial excellence advisor for small and medium sized businesses, I bring over 25 years of expertise delivering services focused on building and transforming sales and marketing organizations to achieve world-class commercial excellence. Services cover complete commercial transformation including but not limited to got-to-market strategy design, sales comp, sales and sales management process, performance management, call planning, and customer segmentation.

BANNER SOLUTIONS, Chicago, Illinois

A \$260M private equity owned specialty door hardware distributor with expertise covering the commercial, electronic access control, residential, and locksmith channels.

Chief Revenue Officer

Feb 2023 – July 2024

Company Officer responsible for setting strategy and leading the execution for the inside sales, outside sales, marketing, and contact center teams.

- Transformed the culture by building and professionalizing a new sales organization.
- Improved gross margin 160bps by standardizing pricing policies, freight and payment terms.
- Designed and executed a sales strategy for Systems Integrators that generated 17% growth.
- Drove 3% Locksmith growth by redefining sales coverage, services, pricing & marketing.
- Executed a new service model that drove a 31 point NPS score improvement over 15 months.

LL FLOORING, Richmond, Virginia

A \$1 billion specialty hard surface flooring retailer and professional supplier with over 430 US stores.

Senior Vice President & VP, Commercial Sales & Services

May 2020 – Jan 2023

Executive responsible for the development, execution and results for the commercial sales and service strategy.

- Transformed a stagnant Commercial business to the company's strongest growth engine.
- Delivered 52% growth for the Commercial business taking it from \$295M to \$450M in two years.
- Transformed a failing sales organization to a revenue driving, professional sales team by building a new sales model, implementing sales process and executing on a new coverage model.
- Upgraded the commercial pricing model that drove a 400bps margin improvement.
- Built a commercial e-com platform that provides tools to help B2B customers execute their job.

Mark Spanswick

Richmond, Virginia | +1.630.207.9044 | mspanswick2388@gmail.com | [linkedin.com/in/mark-spanswick](https://www.linkedin.com/in/mark-spanswick)

ACE HARDWARE, Chicago, Illinois

A \$9 billion hardware cooperative distributor and retailer with over 5,500 stores worldwide.

President & General Manager, Ace Wholesale

2017 – 2019

The most senior executive within this \$400 million distribution subsidiary, providing exceptional service to the hardware, professional lumber, professional paint, and e-com customer channels.

- Successfully Integrated two acquired regional distributors resulting in a national footprint with double the SKU count, a new SAP platform, greater buying power, and stronger sales force.
- Redesigned an outdated sales strategy with a new focus on cross-selling products, services, and expertise - resulting in 8% organic growth in the first two years.
- Built a new and integrated organizational structure reducing payroll costs 18%.
- Championed a high-energy, employee engaged culture bringing a renewed focus on providing an exceptional customer experience.

GRAINGER, Chicago, Illinois

2003 – 2017

Grainger is America's largest and most trusted source for industrial supplies & safety products with \$17B in annual revenue.

Regional Sales Vice President

2016 – 2017

Directed and led a sales team of 11 District Managers, 113 Account Managers, and over \$300M in revenue consistently growing top line sales profitably.

- Finished both years as a top-ranked region for manufacturing sales growth.
- With a focus on accountability, process, and results, turned an underperforming region around with 8% sales growth over two years.
- Targeted top talent leaders for growth through leadership development resulting in promotions for four leaders.
- Energized a results focused culture with the successful rollout and adoption of Salesforce CRM.

Vice President, Mergers, Acquisitions & Sales Integration

2014 – 2015

Executive leader responsible for the successful integration of the sales team for a \$75M safety footwear service provider.

- Led the strategy and execution of the sales team integration resulting in all synergy growth targets and expense plans being met.
- Successfully built and led a cross functional sales integration leadership team.
- A hands-on, embedded leader who learned the operation with the team and customers to ensure a successful transition.

Brand Vice President

2012 – 2013

Promoted to this position to lead the design and execution of highly visible experiments in the Minneapolis market that helped Grainger build a long-term branch strategy with a lower cost structure.

- Doubled the sales force, increased the inventory investment, centralized customer service, and closed four of six branches - resulting in rapid sales growth and lowering operating expenses.
- Results led to the on-going expansion of the national sales force, centralizing call centers, and reducing the branch footprint nationally.

Mark Spanswick

Richmond, Virginia | +1.630.207.9044 | mspanswick2388@gmail.com | [linkedin.com/in/mark-spanswick](https://www.linkedin.com/in/mark-spanswick)

Regional Sales Vice President 2007 – 2011

Championed a sales team of 14 District Managers, 130 Account Managers, and over \$375M in revenue.

- Achieved 25% sales growth while the South-Central Sales VP.
- Received the Annual Achiever award in 2010 for the top performing region in the company.
- Identified and executed a new oil and gas strategy resulting in \$35M in new, organic revenue.
- Led the development and execution of a region sales strategy and sales management system resulting in consistent over goal performance.

Director, Strategic Sales Operations 2005 – 2006

Led a team of 14 technical sales experts in the areas of Safety, Electrical, and Janitorial products.

- Top performing Director in the company in 2005 and 2006 with 17% growth each year.
- Developed and executed a value-based go-to-market strategy resulting in accelerated growth.

District Sales Manager 2004

Sales leader responsible for 13 Account Managers and \$20M in revenue.

- Third ranked Sales Manager out of 135 with over 20% revenue growth earning the Annual Achiever Award recognizing the company's top sales leaders.
- Top ranked Sales Manager in the company for Account Managers over goal with 92%.

Account Manager 2003

Managed and grew the two largest accounts in the Mountain Region: Echostar/Dish Network and Lockheed Martin. Grew business 15% in eight months to over \$8M in annual revenue.

SYNGISTIX, INC. Denver, CO – Director, Consulting Services 2002 - 2003

A distribution software solutions provider that delivered enterprise solutions to medium sized distributors in the industrial, electrical, office supply and chemical markets- *out of business in 2010.*

NEW MEDIA DESIGNS, INC. Denver, CO – Director, Web Production 2001 - 2002

IT consulting firm providing software development and strategic consulting services for web applications - *out of business in 2002.*

GRAINGER, Chicago, Illinois 1987 - 2000

- Branch Manager
- Integrated Supply, Implementation Manager
- Business Systems Analyst – Inventory Control & Order Processing
- Finance Intern
- Warehouse/Customer Service Associate

EDUCATION

Master of Business Administration with Honors

Keller Graduate School of Management

Bachelor of Science, Finance

Colorado State University