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Employee Fill-in Form (Employer fill-in otherside)

HPBA Job Bank

Name: Pete "P.J." Schoenfeld	
Email: pjschoenfeld@mac.com	Phone: 847-323-2695
Education: College Graduate	
Degree/Formal Training: BS-Business Communication	
Licenses/Certificates: 60 hrs – NKBA / 24 – ASA, Plumbing	
Experience: 11 yrs – Sales/Sales Manager – 7yrs – Hearth Industry	
Job Type Desired: Sales/Sales Manager	Willing to relocate: y / n If yes, please state preference, if any: Yes, any
Additional Information: See attached resume - Commercial and residential sales.	

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Please fax or email to:
(703) 522-0548 iglowacki@hpba.org

EXPERIENCED SALES MANAGER

Construction • Builders • Appliances • Plumbing • HVAC

Accomplished sales professional with broad background in business development, establishing new divisions and territories, while improving market share and profitability. Experienced with providing products both to the construction trades, designers and to the general public.

SELECTED CAREER ACCOMPLISHMENTS

BRAYSCHI PLUMBING

Partner: Partial owner of 70 year old plumbing business.

SNOOZ-EASE

Business Development: Created and managed new sales division targeted for builders. Market share has increased by 30%, revenue has more than tripled and per ticket sales have increased ten-fold. Business with builders, contractors and designers has gone from 5% to 85% of total company sales.

Store Performance: Cultivated and developed nation’s first Viking Range specialty store, which became profitable within 10 months.

Territory Protection: Negotiated protected territories for products sold by two manufacturers. Gained sole right to sell and install top 3 product lines, which improved margins and competitive advantage for products with long sales cycle.

Profit Margins: Created and implemented new business plan to support move to larger corporate offices and 10,000 square foot warehouse. Improved purchasing strategies by buying in larger quantities and negotiating longer payment terms.

Staff Development: Lost one sales person in 4 years. Established and conducted weekly training for staff on product knowledge, sales and closing techniques.

Branding: Created marketing strategies for launch of renaming campaign, including negotiating marketing on KOA radio and with the Denver Broncos football team.

FERGUSON

Geographic Expansion: Member of acquisition team when Ferguson bought new company. Co-managed and implemented all new corporate strategic efforts in Iowa. Operation was completely reorganized, including staff configuration, remodeled location and product lines offered.

PROFESSIONAL BACKGROUND

BRATSCHI PLUMBING COMPANY, Winnetka, IL 2008
Service plumbing company North Shore Chicago

Partner – Minority Ownership

Family owned and run plumbing company, duties: Product Education, Warehouse renovations, Estimating, Dispatch and Field Plumbing Work. Rodding, remodeling and service work included.

SNOOZ-EASE HOME & HEARTH OUTFITTERS, Denver, CO 2002 – 2007
Local distributor of fireplaces, and appliances.

Corporate Sales Manager (27 direct/indirect reports), 2006 – 2007
General Manager / Sales Manager, 2003 – 2006

Sales Consultant, 2002 – 2003

Managed growth into 3 stores, new corporate offices and 10,000 square foot warehouse as company increased from 7 to 27 employees. Supervised advertising, procurement, and risk

Management, contract negotiations and all aspects of business development. Strategic partner with ownership group on expansion and product lines.

- Led top performing sales staff in North America for Town & Country fireplaces.
- Completed over \$3M in commercial projects for 2008 for major hotels and resorts in Colorado.
- Established Home & the Range Viking appliance stores for Denver and Vail (opening 2008).

SNOOZ-EASE HOME & HEARTH OUTFITTERS (Corporate Sales Manager - Continued)

- Brought outsourced installations in-house. Did 100% in-house installs, with 50% more volume with company team. Developed policies, procedures and scheduling for installation department.
- Quoted source for Colorado Homes & Lifestyles magazine and Designers' Challenge on HGTV.

FERGUSON ENTERPRISES, INC., Des Moines, IA

1998 – 2002

Nation's largest distributor for plumbing supplies, pipes, valves and fittings. Third largest distributor of HVAC equipment.

Outside Sales

- Used mechanical engineering background to establish large account with Comfort Systems USA, that brought in \$250K in first year. This was branch's largest contract for 1999.

Inside Sales

Personally managed more than 150 plumbing accounts, including recruiting and training other sales representatives.

EDUCATION & TRAINING

NKBA – Certification classes 32 hours

American Supply Association (ASA) Education Foundation
*Pipe, Valves & Fittings
Certificate in Plumbing*

Viking Range Company
101 Training

Gallup Institute
Sales and Manager Certified Recruiting Screener

University of Oklahoma, Norman, OK
Business Communication

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