

Zachary B. Gatch

As a sales executive, the role of the customer, client or end-user is held in my highest regard. Identifying needs, maximizing value, making the ask and providing premium post-sales service and support is the basis of my go-to-market model. Striving to exceed expectations and setting high standards of performance are paramount to my work. I have been afforded the opportunity to develop and mature into a veteran sales executive. The diversity of my experiences and accomplishments have created a well-rounded, robust skill set that will allow for me to have the highest probability of success.

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HARD SKILLS

SOFT SKILLS

Best practice generator
Campaign/program execution
Consultative selling (B2B)
CRM
Data analysis/reporting
Distribution/wholesale sales
eCommerce
Merchandising/planograms
New business development

Point-of-sale (POS)
Presentation creation/delivery
Process improvement
Product knowledge facilitation
Public speaking
Retail deployment
Sales/service management
Supplier/manufacturing
Tradeshow management

Accurate
Adaptable
Brand evangelist
Change agent
Creative
Critical thinker
Cross-functional teammate
Data-driven
Effective communicator

Empathetic
Learner
Negotiator
Persuasive
Proactive
Resourceful
Sense of urgency
Service-minded
Solution-centric

EXPERIENCE

The ROIL Group, Ltd. Co.	Atlanta, GA	Commercial REALTOR®	July 2018 – Present
<ul style="list-style-type: none"> Multi-state licensure in Georgia, North Carolina and South Carolina dba ROIL Realty Group Primary focus spans the continuum of owner/user and investor acquisitions/dispositions, land/assemblage opportunities and tenant representative assignments working with both in- and out-of- state clients Pipeline production: lead generation, prospecting, cold calling and client engagement Transaction responsibilities include but are not limited to managing information flow between Buyer/Seller, deal cycle timeline, asset/site/lease analysis, negotiations, contract review, marketing material production and government and regulatory agency interaction License held by SK Commercial Realty, Richard Bowers & Co. and Dudley Thomas Spade SRE 			
Select Sales, Inc.	Downers Grove, IL	National Field Sales Manager	April 2016 – April 2018
<ul style="list-style-type: none"> A leading manufacturer's sales agency representing major CPG suppliers with regional, national and international independent hardware/home improvement distribution channels and retailers Recruited to fill this newly created position managing all functions of a national 10-person team representing 17 leading CPG/retail manufacturers/brands with an estimated total volume value of \$100m+ Liaison between Home Office, manufacturing partners and field staff Developed and managed new KPI/metric program for sales staff that was tied to compensation plans Sourced, built, deployed and maintained a new app-based platform/system that displaced the incumbent solution for field staff production, data/information capture and individual KPI measuring (AppSheet) Developed the company's new hire training and sales manual Planned and managed bi-annual sales events Based in Atlanta, GA 			
Watts Water Technologies	North Andover, MA	National Account Manager	June 2014 – April 2016
<ul style="list-style-type: none"> Watts Water Technologies is a global manufacturer of plumbing, heating and water quality solutions for residential, industrial, municipal and commercial settings Managed all aspects of Watts consumer products and programs at Lowe's, The Home Depot, Orchard Supply Hardware, Electrolux, Amazon.com, Costco and Costco.com as well as smaller secondary brick & mortar and dot com retailers with an estimated revenue value of \$70m+ Worked to maintain positive YOY sales while avoiding margin erosion In-depth cross-functional department interaction to ensure customer metrics, service requirements and expectations were met on a daily basis Retained as an integral member of the "go-forward" team to effectively manage the Americas Transformation global strategy to ensure a continuous partnership with customers was maintained Based in Atlanta, GA 			

EXPERIENCE *continued*

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| Select Sales, Inc. | Downers Grove, IL | Account Executive | July 2006 – June 2014 |
| <ul style="list-style-type: none"> • Hired as the first member of the organization to be based outside of the Chicago, IL home office to support a strategic growth plan for a national network of sales representatives • Represented 17 CPG/retail manufacturers in the seven Southeastern states targeting the independent hardware retail and distribution channel with an estimated territory volume value of \$16m+ • Primary customers were Ace Hardware, True Value, Do it Best and Orgill • Performed all tasks and functions pertaining to sales, service and support to maximize revenue opportunities for manufacturing partners through distribution center networks and/or direct/drop ship programs • Sourced, built, deployed and maintained a new electronic form-based platform/system for field staff production, data/information capture and territory performance (Zerion Software/iFormbuilder) • Based in Atlanta, GA | | | |
| Rain Bird Corporation | Azusa, CA | Retail Account Manager | November 2002 – April 2006 |
| <ul style="list-style-type: none"> • A private manufacturer that distributes irrigation products and services with worldwide distribution • Recruited as a member of the CPG/retail sales team to manage all aspects of existing customers while bringing new distribution on-line via 2-step distribution, wholesale, catalog, television and specialty channels with an approximate volume of \$500K • Grew Rain Bird's sales and profits with customer based spanning 22 Eastern states and Caribbean markets • Primary account manager for The Home Depot ISS nationwide (Buying Offices 1, 5, 11, 12, 26, 32) • Ensured retail shelf/planogram integrity maintained at The Home Depot and Lowe's • Performed extensive, in-depth product knowledge training including The Home Depot ISS and Lowe's VTS management • Advertising program development and management for high profile markets including efforts with The Home Depot MAP/CMAP and end caps and Lowe's programs support • Corporate Lowe's and The Home Depot secondary point-of-contact supporting respective Rain Bird District Managers • Developed a web-based model to allow a higher standard of business performance utilizing current internet technology and HTML programming • Based in Atlanta, GA | | | |
| Kohler Company | Kohler, WI | Wholesale Sales Executive | February 2000 – November 2002 |
| <ul style="list-style-type: none"> • A private company that manufacturers fashion plumbing fixtures and accessories with worldwide distribution • Exceeded shipment plan over 100% in 2000, 2001 and 2002 (YTD at time of departure) with an approximate territory volume of \$5m (Atlanta), \$8m (Orlando) • Performed required functions to promote, sell and support Sterling Plumbing Group/Kohler Company products through plumbing distribution partners • Established partnerships with decision makers at secondary market customers, users and specifiers to create product conversions/displace competition in accordance with Company, Branch, Zone sales, profitability and service goals • \$200K+ in annual competitor displacement • Developed a Total Sterling Builder program which evolved to the corporate-wide Total Kohler/Sterling Builder Program • New Product Development team leader (Atlanta Branch) • Initiated, managed bi-monthly quality assurance conference call between Atlanta, Tampa, and Charlotte Branches • Team member that worked the International Builder Show, Kitchen & Bath Show (2001, 2002) • Based in Atlanta, GA and Orlando, FL | | | |
| BlueLinx Corporation | Atlanta, GA | Field Service Representative | November 1998 – February 2000 |
| <ul style="list-style-type: none"> • A premiere building products distribution company, operating in North America (formerly Georgia-Pacific Building Products) • Accountable for building product programs at national retailers in the Mid-Atlantic/Northeast (The Home Depot, Lowe's, HHB and 84 Lumber) and greater metro Atlanta market (dedicated to 13 individual The Home Depot locations) • Based in Alexandria, VA and Atlanta, GA | | | |
| PulsePoint Corporation | Carpinteria, CA | Marketing Intern | May 1997 – August 1997 |
| <ul style="list-style-type: none"> • A leading developer of carrier-class services solutions for the communications industry (formerly Digital Sound Corporation) • Human factors/usability teammate responsible for beta testing the company's unreleased new product for PacBell | | | |

EDUCATION & PROFESSIONAL TRAINING

University of Florida	Gainesville, FL	BSBA with concentration in marketing and research	June 1994 – June 1998
University of Florida	Gainesville, FL	Program acceptance for MS of Entrepreneurship and Innovation	1997

- Maintaining of Continuing Education required by Real Estate Commissions
- Customer Focused Selling – The Cornerstone Group
- Karrass Negotiation Sales Skill Training
- Dale Carnegie Series – Jeffrey Gitomer – Up Your Sales!
- Achieve Global, Learning International Series – Professional Selling Skills
- Franklin Covey Time Management
- Toastmaster’s International

GROUPS & COMMUNITY

- Mt. Bethel UMC recreation program and Walton Junior Lacrosse Association – Volunteer community youth lacrosse coach
- Heard’s Ferry Elementary School – Parent volunteer
- GQMF HOA Board of Directors – 2015, 2016
- Habitat For Humanity, Atlanta Chapter – Skilled supervisor volunteer
- The Stonehaven School – Capital Campaign Committee – 2015
- The Susan G. Komen 3-Day For The Cure, Atlanta – Crew captain volunteer – 2006, 2008
- Mission work in the U.S. and Mexico
- 3-time marathon finisher (Disney, Chicago, ING Atlanta)

LICENSES

- Georgia Real Estate Commission, license number 387722
- North Carolina Real Estate Commission, license number 319412
- South Carolina Real Estate Commission, license number 118170
- Irrigation Association – Certified Landscape Irrigation Auditor (CLIA) - 2004