

# KEVIN DONALDSON

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## BUSINESS MANAGEMENT & EXECUTIVE LEADERSHIP

*Widely accomplished executive with over 20 years of experience managing and growing B2C sales strategies that generate multi-million-dollar revenue streams. Servant and inspirational leader with a strong ability to maximize profitability and develop high-performing teams that deliver customer service excellence. Proven success in startup businesses and turnaround operations. Respected for expert-level knowledge in retail and construction industries.*

Executive Leadership | Strategic Planning & Execution  
Revenue Optimization | Budgeting | P&L | Business Development  
Sales & Marketing | Operations Management | Territory Planning & Growth

## PROFESSIONAL EXPERIENCE

### PRESIDENT

#### **Anthony & Sylvan Pools | Charlotte, NC | 2021 – Present**

*Directs all facets of the company's New Pools business unit, valued at 80% of overall company revenue & profit. Capitalizes on key areas to drive long-term growth across 14 divisions within 18 states.*

- Manages 8 direct reports: VP Sales, VP Operations, 3 RVPs (Northeast, Southeast, West), Finance Controller, HR Talent Acquisition Director, and Executive Assistant; 300 indirect reports.
- Responsible for strategic planning, management, and effective execution of business growth initiatives encompassing advertising/marketing, pricing, sales, operations, customer satisfaction, and innovations.
- Proficiently manages >\$300M revenue and sales across and sources multiple business development opportunities by determining strategic alliances and revenue optimization initiatives.
- Reports to the Board of Directors and provides monthly/quarterly/annual updates on business performance and forecasts.
- Grew annual revenue from \$175M. Contributed extensively to long-term business sustainability, development, and growth by closing sales of \$229M in 2021. Recognized for facilitating Q4 earnings of 39% for the year.
- Demonstrated outstanding performance within the first year in role. Recorded record Q1 earnings for revenue target and grew annual revenue by 9.8% in 2022.

### REGIONAL VICE PRESIDENT

#### **Anthony & Sylvan Pools | Charlotte, NC | 2019 – 2021**

*Oversaw business operations across 7 divisions within 5 states, including growth strategy, advertisement/marketing, P&L management, operational planning, and budgeting. Supervised end-to-end functions of General Managers related to fiscal management and adherence to revenue and operational goals.*

- Managed 9 direct reports: 7 General Managers, Regional HR Director, and Executive Assistant.
- Successfully managed and grew overall business revenue of \$100M
- Sourced lucrative business development opportunities that led to revenue growth from \$6.5M to \$11.7M within 2 years.
- Expanded Southeast territory and established 6 new startup divisions (Raleigh, Nashville, Atlanta, Richmond, Jacksonville, Emerald Coast) within 3 years.
- Obtained the highest region profitability (\$22M), accounting for 50% operating revenue of the company.
- Rated as the outstanding contributor with a Customer Satisfaction rating of 5.0 (out of 5.0).
- Received recognition for the OI initiatives that led to >\$7M revenue generation in the Carolinas.
- Maintained an impressive portfolio with numerous regional recognitions including the lowest employee turnover rate, highest employee satisfaction rate, highest number of internal employee promotions, lowest leakage (loss) rate across the region, and "Division of the Year" award in 2020 and 2021.
- Played a key role in maintaining seamless operational flow and optimal quality subcontractor base by assessing labor capacity planning and execution measures.
- Developed and managed multiple companywide programs, policies, and procedures.

## **GENERAL MANAGER**

### **Anthony & Sylvan Pools | Charlotte, NC | 2015 – 2019**

*Undertook responsibility for the lowest-performing division (in profit, leakage, and customer service), and leveraged expertise to grow the division to the highest profit-performing in the company. Drove business development and growth by establishing and leading a new division from the ground up. Defined operational flow and practices for the assigned division by coordinating with the executive management and utilizing their expertise to determine discrepancies, as well as develop and integrate new practices, KPIs, and procedures.*

- Managed 5 direct reports: Sales Manager, Construction Manager, Warranty Manager, Service Manager, and Assistant General Manager.
- Grew division employee headcount from 8 to 50+ employees within 4 years.
- Spearheaded wide array of division-wide operations encompassing overhauling construction work quality, directing daily operations, sales, and accounting functions.
- Established the first new division in the organization in over 15 years.
- Led and steered all facets of the first new Service Department and Renovation expansion initiative in over 20 years.
- Leveraged extensive field experience to secure new developmental opportunities and integrate operating best practices that led to boosting the revenue from \$7M in 2014 to \$46M in 2019.
- Ensured on-time product delivery as per the customer requirements and planned schedule by identifying, assessing, and recommending effective solutions against escalated issues within the product quality and shipment.
- Improved the existing financial performance indicators, as well as sourced measures for facilitating continuous profitability by steering end-to-end fiscal management in line with the income and budgeted revenue goals.
- Delivered outstanding performance and was recognized as the top-performing General Manager throughout the tenure. Achieved “Division of the Year” award in 2015, 2016, 2017, and 2019.

## **REGIONAL SALES DIRECTOR**

### **GNC, General Nutrition Center | Charlotte, NC | 2013 - 2015**

*Directed multiple business development initiatives by steering and improving all sales operations. Coached and mentored workforce to deliver outstanding customer service, upsell products, and expand customer base.*

## **DISTRICT MANAGER**

### **Dick's Sporting Goods | Charlotte, NC | 2012 – 2013**

*Held responsibility for managing end-to-end district branch operations including team management, customer service, P&L, expense management, and financial oversight.*

## **DISTRICT MANAGER**

### **The Home Depot | Atlanta, GA | 2009 – 2012**

*Supervised 10 Store Managers (within District #329) on customer service, sales, and store visibility maintenance for effective merchandising. Contributed to staff development and growth by training and developing leadership on fundamental store programs.*

## **ADDITIONAL EXPERIENCE**

### **The Home Depot | NJ & FL | 2001 – 2009**

Regional Director of Ops (2006 – 2009)

Regional Loss Prevention Manager (2003 – 2006)

District Loss Prevention Manager (2001 – 2003)

## **EDUCATION**

### **ALMEDA UNIVERSITY**

Bachelor of Arts, Business Administration | 2007

## **TECHNICAL PROFICIENCIES**

Microsoft Office Suite | CRMs: SalesLogix & Clarity | ProEdge | Concur