

# GAY RENELL ELLIOTT

## SENIOR SALES EXECUTIVE | ACCOUNT EXECUTIVE |

HEALTHCARE | EDUCATION | ARCHITECTURAL SPECIFICATIONS | BUSINESS DEVELOPMENT | MARKET EXPANSION

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### EXECUTIVE SUMMARY

Dynamic, results-driven sales executive with 20+ years of success leading national and regional sales strategies, developing high-performing teams, and accelerating revenue growth across the architectural products, commercial flooring, healthcare, education, builder, and multifamily markets. Recognized for building executive-level relationships with architects, developers, builders, contractors, distributors, healthcare systems, educational institutions, and construction management firms that consistently translate into profitable business growth.

Demonstrated expertise driving multimillion-dollar revenue expansion, developing go-to-market strategies, increasing specification influence, and penetrating highly competitive markets throughout North America. Proven ability to lead cross-functional teams, mentor sales professionals, negotiate strategic partnerships, and execute market development initiatives that strengthen competitive positioning while exceeding organizational objectives.

Known as a strategic, relationship-focused executive who combines architectural design expertise with consultative sales leadership to deliver sustainable revenue growth, strengthen customer loyalty, and expand national market share.

### CORE COMPETENCIES

- National Sales Leadership
- Builder & Multifamily Market Development
- Healthcare Market Strategy
- Education Market Development
- Architectural Specifications
- Business Development
- Strategic Account Management
- Revenue Growth
- Market Expansion
- Executive Relationship Management
- Go-to-Market Strategy
- Sales Operations
- Cross-Functional Leadership
- Team Leadership & Coaching
- Sales Forecasting
- Contract Negotiation
- Customer Experience
- Distribution Strategy
- Commercial Construction
- Strategic Partnerships

### WORK EXPERIENCE

#### ARCHITECTURAL SEGMENT MANAGER

01/2023 TO CURRENT

##### Formulated Materials

Provide strategic sales leadership across North America, partnering with architects, designers, flooring contractors, developers, healthcare organizations, educational institutions, and commercial construction professionals to expand market share and specification opportunities.

##### Key Achievements

- Lead national business development initiatives focused on increasing architectural specifications and product adoption throughout healthcare, education, commercial, and multifamily sectors.
- Build executive-level relationships with architects, designers, contractors, developers, and end users that strengthen long-term revenue opportunities.
- Identify emerging market trends and customer needs to influence strategic product positioning and business growth initiatives.
- Collaborate with executive leadership on market expansion strategies that improve competitive positioning across North America.
- Drive specification development from project conception through construction, increasing project conversion rates and customer retention.

#### TERRITORY MANAGER

01/2022 TO 01/2023

##### C&C Wholesale Distributors

TX

Directed sales growth initiatives for Texas' largest flooring products distributor while expanding strategic partnerships throughout the commercial flooring industry.

##### Key Achievements

- Expanded strategic customer relationships across contractors, builders, architects, designers, and commercial clients, driving sustained territory growth.
- Identified new business opportunities that increased market penetration across commercial construction sectors.
- Conducted competitive market analysis to uncover emerging trends and improve sales strategy execution.
- Strengthened customer satisfaction through proactive issue resolution and consultative account management.
- Played a key role in expanding commercial flooring opportunities throughout Texas through relationship-driven business development.

#### REGIONAL LEADERSHIP/HEALTHCARE MARKET SEGMENT MANAGER

01/2014 TO 01/2018

##### Nora Systems

Salem, NH

Led healthcare market development throughout the Southeast region, overseeing strategic sales initiatives while mentoring Account Executives across eleven states. Managed relationships with healthcare systems, architects, flooring contractors, designers, and construction teams to increase market share and revenue performance.

#### Key Achievements

- Directed healthcare market strategy across Virginia through Puerto Rico and Texas, driving consistent regional revenue growth.
- Led and mentored a team of 17–20 Account Executives, improving performance, accountability, and sales effectiveness.
- Advanced from Account Executive to Regional Leadership within six months based on exceptional performance and leadership.
- Developed architectural specifications during design development phases, increasing project specification success.
- Partnered with architects, healthcare executives, construction managers, flooring contractors, and end users to secure major commercial projects.
- Collaborated with product development teams to launch innovative healthcare flooring solutions based on competitive market intelligence.
- Implemented project tracking systems that improved specification management and project conversion.
- Earned top-tier compensation and performance bonuses through consistent achievement of aggressive regional sales goals.

#### TERRITORY SALES/ACCOUNT EXECUTIVE/PROJECT MANAGER

01/2002 TO 01/2014

##### Forbo Flooring Systems

Hazleton, PA

Built one of the company's most successful territories by combining consultative selling, specification development, project management, and executive relationship building across healthcare, education, commercial, and institutional markets.

#### Key Achievements

- Increased territory revenue from approximately **\$250,000** to more than **\$6 million**, representing exceptional long-term business growth.
- Developed long-term partnerships with architects, school districts, healthcare organizations, contractors, distributors, and facility owners throughout assigned territories.
- Successfully transitioned business from distributor-driven sales to direct-to-installer sales while maintaining customer loyalty and revenue growth.
- Delivered technical presentations and educational seminars for architects, designers, and industry professionals regarding flooring specifications and design best practices.
- Served as a paid consultant and national presenter for the Carpet & Rug Institute and IIDA on educational facility design and specifications.
- Managed complex commercial construction projects from specification through installation, ensuring exceptional customer satisfaction and project success.
- Established a high-performing territory recognized for sustained revenue growth and strong client retention.

#### DEPARTMENT LEADERSHIP/COMMERCIAL INTERIOR DESIGN

2009-2014

##### Fanning-Howey Associates

Columbus, OH

- Led commercial interior design initiatives supporting educational facility development.
- Collaborated with architects, engineers, and construction professionals on large-scale institutional projects.
- Applied expertise in space planning, interior architecture, and specification development to enhance project outcomes.

## EDUCATION

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#### Bachelor of Arts: Interior Architecture

Bowling Green State University

Bowling Green, OH

## AWARDS

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- Starnet Design Award, Education Category
- Annual Sales Award, Forbo Flooring Systems
- National Spokesperson, Carpet & Rug Institute/IIDA
- President's Award, Armstrong Air
- Leadership Training, St. Gallen University, Switzerland
- Vice President, CIDLO
- USGBC Ohio, Appointed chapter feasibility committee
- Columbus Green Building Forum, Charter member
- Published: USA today article on Educational facilities design
- Televised: Atlanta station on Educational facilities design