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**PATRICK RICHEY**

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# VICE PRESIDENT OF SALES & OPERATIONS

Results-driven VP of sales and operations with a proven track record in driving revenue growth, optimizing operational efficiencies, and leading high-performing teams. Experienced in managing cross-functional teams across multiple regions, overseeing P&L, and developing strategic initiatives to enhance performance and profitability. Adept at fostering a culture of continuous improvement, implementing streamlined processes, and achieving significant business growth. Known for exceptional leadership skills, strategic thinking, and the ability to cultivate and maintain strong client relationships. Expertise includes budgeting, forecasting, inventory management, and staff development, with a focus on building and mentoring teams to achieve organizational success in dynamic environments.

***Areas of expertise:***

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| |  |  |  | | --- | --- | --- | | * Executive Sales Leadership | * Financial Management | * New Business Development | | * Performance Development | * Profitability Growth | * Budget Forecasting | | * P&L Oversight | * Operational Excellence | * Negotiations | | * Change Management | * CRM Implementation | * Talent Development | | * Inventory Controls | * Team Development & Leadership | * Customer Relationship Management | | * Mergers & Acquisitions (M&A) | * Strategic Marketing | * Stakeholder Engagement | |

**PROFESSIONAL EXPERIENCE**

**THHC (ACE HARDWARE) | Cumming, GA 2021 – 2024**

**Director of Retail Operations**

Directed sales and operations for 19 ACE stores across GA, SC, NC, and TN, managing a team of 5 district managers, 2 project managers, and 1 marketing manager, driving annual revenue of greater than $65 million with a 13.8% EBITDA. Developed comprehensive training modules for all new hires, ensuring consistent onboarding and skill development across all stores.

Created and executed a strategic marketing and project calendar, aligning with organizational goals and market trends.

* Established a high-performance sales and operations team of Area Director’s and Store Manager’s, fostering a culture of excellence and continuous improvement.
* Fostered an environment of continual growth and brand integrity, providing regional oversight and ensuring adherence to best practices for B2B, and national accounts.
* Drove accountability and performance improvements by conducting quarterly performance reviews in partnership with senior leadership and the HR leadership team.
* Enhanced inventory, labor, and truck ordering controls through improved processes and procedures, optimizing operational efficiency and resource management.

**H2H BLINDS | Lawrenceville, GA 2020 – 2021**

**Regional Sales Manager**

Led regional sales development across 5 states, ensuring consistent growth and market penetration in all business units. Developed Multi-Family/Commercial and enhanced Custom Homebuilder business units by streamlining processes and implementing accountability goals, driving efficiency and performance across operations.

* Established a $2.5 million pipeline in multi-family projects while achieving a 10% year-to-date growth in the Builder business segment.

**STONEMOR PARTNERS | Trevose, PA 2014 – 2019**

**VP of Sales and Operations**

Directed overall sales and operations strategies, ensuring alignment with organizational goals, driving revenue growth, and optimizing operational efficiencies across all markets. Led and managed cross-functional teams, overseeing P&L, budgeting, and resource allocation, while fostering a culture of continuous improvement and high performance. Led budget development, forecasting, and P&L oversight for a regional network of 96 business units, achieving top-line sales exceeding $100 million.

* Grew sales over $3 million in first year by establishing proper sales etiquette and checks and balances to limit deep discounting.
* Achieved a $2.5M annual reduction in operational expenses by establishing PM programs, office consolidations, lease/rent deductions, and labor reductions.
* Enhanced retention and increased staff productivity by 25% through the streamlining of sales and operational policies and procedures and improved regional training by adding a training manager position.
* Successfully developed and promoted 5 frontline team members to sales management roles and advanced 6 sales managers to area sales manager positions.
* Led the modernization of the sales and operations teams by creating detailed job descriptions, setting measurable goals and objectives tied to compensation, and conducting intensive training programs.
* Boosted year-over-year sales by 10% in 2015 and by 5% in both 2016 and 2017 by minimizing discounting and enhancing training initiatives.

**MCALISTER’S DELI | Jackson, MS 2010 – 2014**

**Sr. Area Director | Director of Operations**

Led operations and sales for 25 McAlister's Deli restaurants, managing a P&L of over $50 million in revenue. Implemented strategic initiatives to optimize operational efficiency and drive revenue growth across all locations. Developed and executed comprehensive training programs and standardized procedures to enhance team capabilities and ensure consistent service quality.

* Fostered a high-performance culture, resulting in improved customer satisfaction and increased sales by strategically recruiting, hiring, training, and supervising 25 general managers and 5 area directors.
* Drove sales growth of over $1 million within the first 18 months by recruiting a key position of catering manager to oversee catering coordinators,
* Improved EBITDA by 5% annually through new COGS procedures, proper labor scheduling, a PM program, and assisting GMs with monthly ROE preparation, increasing flow-through from 25% to 42%.

***Early Career***

**District Manager | Larco Inc. (Sonic Drive-In) | Miami, OK**

**Regional Sales Manager | Hunter Douglas | Pinellas Park, FL**

* Hunter Douglas North American Sale Presentation Winner and North American Silhouette Brand Presentation Winner

**District Sales Manager | Springs Window Fashions | Middleton, WI**

* Home Depot's Top Vendor of the Year (Southwest Region)
* SWF Direct to Dealer District Sales Manager of the Year and Direct to Dealer Highest Sales Increase.

**Teacher/Coach | Mid-Del Public Schools | Midwest City, OK**

* Mid-Del Rookie Teacher of the Year

**EDUCATION & PROFESSIONAL TRAINING**

**Special Endorsement – Secondary Social Studies**

UNIVERSITY OF CENTRAL OKLAHOMA | Edmond, OK

**Bachelor’s Science – Health, Physical Education and Recreation**

EAST CENTRAL UNIVERSITY | Ada, OK

**John Jenson Management Training**