

Alec Snow

Truckee, CA • [LinkedIn](#)

Phone: 925-216-3467 • Email: alecsnow8@gmail.com

Customer Success · Strategic Account Management · B2B Sales to the Trades

Professional Summary

Nine years selling into the construction trades: architects, civil engineering firms, general and specialty contractors, national homebuilders, and multi-tier distribution. I am the buyer construction software is built for. I know how a trade business decides to adopt something, who signs off, and why usage stalls after the sale. Most recently held 94 of 100 top-tier accounts year over year on an \$8M book while growing it 25%, running renewals, quarterly business reviews, and expansion, after more than doubling a Southern California territory to \$15.87M. Territories have run from San Diego to Hawaii to Puget Sound. Builds custom AI agent workflows, not just uses them, to surface expansion signals and keep Salesforce forecasts accurate. Seeking a remote Customer Success Manager role where the job is turning a signed contract into a team that actually uses the product.

Core Skills

- **Account Management & Retention** — Key-account book-of-business ownership, quarterly business reviews and account planning, renewal and contract negotiation, at-risk account identification, cross-sell and share-of-wallet expansion, executive stakeholder mapping.
- **Onboarding & Adoption** — Multi-stakeholder adoption across construction organizations, from executive sponsor to operations to field crews. Translating technical capability into the daily workflow of the people who use it on a jobsite, the step where most construction tools lose their users.
- **Construction Document Workflow (Bluebeam Revu)** — Weekly Revu user since 2021 across three construction organizations, working drawings alongside the architects, contractors, and civil engineers I sold to. Plan and specification review; markups and Markup List tracking; area and count takeoffs with scale calibration on architectural and civil/stormwater sets.
- **Sales Leadership** — Team lead (no direct reports); weekly cadences, strategy sessions, and team enablement; recruiting, hiring, and onboarding remote territory reps; sales playbook and enablement material creation; consultative-selling coaching.
- **CRM & Analytics** — Salesforce and HubSpot (HubSpot-certified in Inbound Sales, Sales Management, Sales Enablement). Pipeline auditing, weekly forecast accuracy, account planning and at-risk account identification. Power BI, Excel, and Sheets (pivot tables, trend modeling) to turn account data into market studies and growth playbooks.
- **Customer Segments Sold To** — National homebuilders, commercial developers, general and specialty contractors, architects and the design community, multi-tiered distribution, civil infrastructure and municipal stakeholders.

Experience

Key Account Sales Manager, Contractor Sales — SiteOne Landscape Supply

Seattle, WA (Pacific Northwest territory) · May 2025 – June 2026

- Owned a book of 100 top-tier accounts generating \$8M in annual revenue across commercial developers, national homebuilders, and top regional contractors.
- Ran quarterly and annual business reviews and pricing negotiations across the full book, and handled national-builder rebates and renewals, holding 94 of 100 accounts year over year while growing the book 25%. Identified at-risk accounts early and converted those conversations into expansion, selling directly to CEOs, founders, architects, and design firms.
- **Acted as team lead:** ran weekly team meetings, strategy cadences, and enablement sessions for the regional team without direct reporting authority, coaching reps on consultative selling and matching capability to end-user needs.
- Built custom agentic AI research workflows to analyze building specs and project data, mapping relationships between developers, architects, and contractors to prioritize outreach ahead of the standard account-planning cycle.
- Audited account health across the \$8M book to find underutilized product categories, cross-selling higher-margin solutions to lift recurring order volume.
- Managed 40+ concurrent active projects, owning the handoff from C-level buying decision to field execution, the adoption stage where construction rollouts usually break down.
- Reviewed architectural plan sets and specifications weekly in Bluebeam Revu with the contractors and design firms I sold to, marking up drawings, tracking open items through the Markup List, and running area and count takeoffs to scope and configure projects before quoting.

Regional Sales Manager, Stormwater Division — CRH / Oldcastle Infrastructure

Seattle, WA · December 2024 – May 2025

- Led a \$15M stormwater portfolio, working alongside in-house engineering and regulatory specialists across the Pacific Northwest.
- Ran a full Pacific Northwest market audit to identify share gaps and map shifting B2B procurement behavior in the stormwater sector.
- Reviewed civil and stormwater plan sets weekly in Bluebeam Revu alongside the developers and design engineers I sold to, calibrating scale and running area and count takeoffs to scope engineered systems. Partnered with in-house engineering and plant operations to configure complex systems for high-value developers.
- Built AI research workflows over county building, environmental, and regulatory code documentation across PNW municipalities to speed up plan and spec review and identify higher-margin system upgrades, validated against in-house engineering before anything reached a customer.

Area Sales Manager, Builder, Architect & Contractor Sales — Westlake Royal Stone Solutions

Southern California · August 2021 – December 2024

- **More than doubled** SoCal revenue: 107% year-over-year growth to \$15.87M (2.79M SF of material).
- Owned strategy and executive relationships for the national builder accounts: Toll Brothers, KB Home, D.R. Horton, and Lennar in SoCal.
- Stepped in during a leadership transition to recruit, interview, hire, and onboard remote territory reps; co-authored the National Builder Sales Playbook used to win sole-source positions with major homebuilders.
- Authored the SoCal Market Study and ran data-driven training that sharpened team strategy across architects, builders, installers, and distributors.
- Ran weekly plan reviews and stone veneer area and count takeoffs in Bluebeam Revu alongside the builders, architects, and masonry contractors I sold to, validating material packages before quoting.
- Hosted CMHA's certified installer course for Manufactured Stone Veneer, engaging top masonry contractors including J. Ginger Masonry and Innovative Masonry.

Regional Account Executive, Dealer, Distribution & Retail — Metabo HPT (Hitachi Power Tools)

Southern California & Hawaii · April 2020 – August 2021

- 114% to quota in FY2020 on \$6.15M in volume; led the team in volume.
- Promoted from Account Executive to Regional Account Executive, earning an additional territory on performance; held executive relationships at White Cap, Lowe's, Ganahl Lumber, and Dixieline.

Sales & Marketing Representative, Pro Dealer & Field Sales — Milwaukee Tool / TTI

San Diego, CA · June 2017 – April 2020

- \$3.49M in volume in 2019 with 12% YTD growth; led the San Diego sales team.
- Promoted to the downtown San Diego division, TTI's highest-volume territory.

Education

San Diego State University — Dual Bachelor Degrees

- Business Administration, Sales & Marketing (Fowler College of Business)
- Political Science, Civil Rights & Civil Liberties (College of Arts & Letters)

Certifications, Awards & Professional Development

- **Inbound Sales, Sales Management & Sales Enablement** — HubSpot
- **Agentic AI and AI Agents for Leaders** — Vanderbilt; Google AI Professional Certificate
- **Certified Installer, Manufactured Stone Veneer** — Concrete Masonry & Hardscapes Association (CMHA). Trained and tested on installation, then taught the course to masonry contractors.
- **Concrete Masonry Technologist · Commercial Hardscape Sales Course** — CMHA
- **Circle of Excellence Winner, 2020** — Milwaukee Tool / TTI
- **Sales Leadership** — Science of Predictable Sales, certificate (Rick Davis) · TTI Leadership Development Program