

# SHANE MADISON, MBA

Sales & Operations Executive | Multi-Branch Distribution & Contractor Channels

\$85M+ Platforms | 90+ Employees | Private Equity | Proven Growth Driver

(813) 955-7445 | [shaneemadison@gmail.com](mailto:shaneemadison@gmail.com) | Tampa Bay, FL | Open to Relocation | [linkedin.com/in/shane-madison](https://www.linkedin.com/in/shane-madison)

## PROFESSIONAL SUMMARY

Sales and operations executive with 20+ years of P&L leadership across multi-branch distribution, contractor-facing service platforms, construction, and PE-backed businesses. A proven integrator who takes a vision and delivers results through organizational clarity, accountability, team motivation, cadence and execution. Known for turning underperforming business units into profitable growth engines.

## CORE COMPETENCIES

- Revenue Growth & Gross Margin Leadership
- Branch Sales Management & Pipeline Cadence
- Channel Development & Contractor Distribution
- Sales Compensation Design & Incentive Alignment
- Key Account Development & Share-of-Wallet Growth
- KPI Visibility & Branch Accountability
- Pricing Governance & Discount Control
- E-Commerce Growth & Digital Adoption
- Manufacturer Partnerships & Rebate Strategy
- Inside / Outside Sales Team Leadership
- Forecasting, Budgeting & P&L Oversight
- Working Capital & Inventory Discipline

## PROFESSIONAL EXPERIENCE

### Graham Heating & Air Conditioning, Tampa, FL | Vice President

2024 – 2026

Hired to prepare a seven-location HVAC contractor for private equity sale. Led operational standardization, SOP development, and branch-level performance improvement. Transaction closed at 11x within 12 months. Retained post-close to direct PE integration, systems transition, Service-Titan integration, and daily operating performance across 90 employees.

- Drove booked appointments from 1,250 to 1,600+ per month within 6 months — a 28% increase — leveraging a 22-person call center, structured lead conversion programs and branch-level sales accountability.
- Delivered 30% monthly EBITDA improvement through technician development, pricing controls, estimating discipline, and gross margin discipline across all locations.
- Directed Service Titan implementation and full transition from founder-led operating practices to a scalable PE-ready infrastructure.
- Built marketing execution programs supporting lead generation, field visibility, and customer referrals that contributed directly to top-line growth.

### Johnstone Supply, Tampa, FL | Regional Manager

2020 – 2024

Hired to lead an under-performing, multi-branch HVAC distributor serving contractor customers; 5 branches; full regional P&L including revenue, gross margin, and pricing.

- Scaled regional revenue from \$40M to \$85M, delivering 20%+ CAGR over four years through adding a talented team of managers and salespeople, creating a vision, getting everyone pointed in the same direction and executing the plan.
- Grew e-commerce channel from \$8M to \$30M by restructuring contractor rebate programs and realigning account manager incentives to drive digital adoption.
- Drove contractor share-of-wallet growth through disciplined sales review cadence, manufacturer alignment, and drove inside/outside sales execution.
- Owned regional gross margin, pricing governance, and supplier programs while maintaining working capital and inventory discipline across all branches.

### Crescent Electric Supply, Des Moines, IA | Regional Manager

2018 – 2020

Hired to turn around a historically underperforming multi-branch electrical distributor; 7 branches; serving residential and commercial contractors; full regional revenue and margin accountability.

- Delivered 18% CAGR and advanced the region from low tier performer to #2 nationally in year-over-year growth within two years.
- Led region-wide sales execution across contractor segments — combining account manager and branch accountability, pricing discipline, and inventory alignment to drive profitable growth.
- Improved pipeline visibility and sales leadership accountability through weekly operating and sales reviews across all branches.

**Seneca Fluid Technologies, Des Moines, IA | President**

2012 – 2018

*Hired to lead this \$25M industrial paint finishing and hydraulic distributor and engineered systems integrator; 2 branches; Parker and Graco distributor serving Fortune 500 manufacturing and process customers; full P&L and commercial direction.*

- Accelerated revenue 32% and doubled EBITDA through team alignment, pricing discipline, supplier cohesiveness, and tighter execution across a complex industrial B2B customer base.
- Led turnaround — rebuilt commercial structure, pricing governance, and account coverage to restore profitability and growth trajectory.
- Directed manufacturer partnerships, technical sales, and engineered systems execution — building a profitable company in a competitive industrial B2B market.

**Pinnacle Construction Group, Des Moines, IA | President**

2005 – 2012

*Founder of this commercial, residential, and multifamily construction platform; grown from startup to \$50M+ in annual revenue across multiple project types and markets.*

- Built entire financial and operational infrastructure to position the company to successfully deliver multi-million dollar design/build projects.
- Successfully branded and marketed the company to position it as an established and competent entity that could be trusted to deliver large construction projects.
- Provided best-in-class benefits from day one through the creative use of an outside PEO which positioned the company to acquire top project management and engineering talent in the marketplace.
- Delivered notable projects including the \$3M John and Mary Pappajohn Sculpture Park, a \$20M condominium development, a \$6M multi-brand auto dealership, and many other notable projects throughout Iowa.

**EARLIER EXECUTIVE LEADERSHIP**

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**Septagon Construction Company, Inc., Des Moines, IA | President – Iowa** — Advanced from salesperson to GM to President; helped grow the company to \$60M+ in annual revenue; personally sold more than \$100M+ in K-12 work, and a \$15M 405,000 SF John Deere distribution center.

**Russell Construction Company, Inc., Des Moines, IA | Vice President** — Rebuilt market credibility in the Des Moines office; contributed to winning major retail, education, and institutional projects including ranging from large scale shopping malls, multi-story office buildings and K12 projects.

**EDUCATION**

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<b>MBA</b>	Colorado State University
<b>BA</b>	Webster University
<b>AAS, Architectural Construction &amp; Engineering</b>	Western Iowa Tech Community College

**SYSTEMS & TECHNOLOGY**

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**Field & Operations:** ServiceTitan, Housecall Pro, Fleetio    **ERP & Financial:** Sage, QuickBooks, Eclipse    **Estimating:** Sage  
**Productivity:** Microsoft 365, Google Workspace, Teams, SharePoint    **Sales:** Salesforce    **AI:** Completed multiple AI courses for integrating AI into business to improve speed and productivity