

REGINALD YORK

PROFIT CENTER MANAGER

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A HAYWARD, CA

PROFESSIONAL SUMMARY

Dynamic and results-driven Business Manager with extensive experience in solar distribution and electrical sales. Proven track record of leading large teams and driving significant growth, including a remarkable 417% increase from 2021 to 2024. Expertise in managing complex logistics, vendor relationships, and P&L operations in high-value environments. Strong background in training and developing personnel, optimizing purchasing strategies, and ensuring compliance across multiple regulatory levels.

EXPERIENCE

CONSOLIDATED ELECTRICAL DISTRIBUTORS
(JUNE 2011 – OCT 2024)

Greentech Renewables
Profit Center Manager
San Francisco Bay Area / Northern California / Midwest
February 2021 – Oct 2024

- Spearheaded operations for a solar distribution company, overseeing logistics across the greater Bay Area and Midwest, resulting in 417% growth from 2021 to 2024.
- Managed a team of 60, including 20 Outside Sales Personnel and 15 Inside Sales personnel, fostering a high-performance culture.
- Developed and maintained relationships with over 200 accounts, managing credit lines and terms to optimize cash flow and client satisfaction.
- Negotiated vendor terms, pricing, and marketing strategies with more than 75 PV-focused vendors and over 100 electrical system manufacturers.
- Oversaw inventory valued at \$52 million, utilizing effective purchasing strategies based on sales forecasts.
- Coordinated and hosted up to four vendor training sessions monthly for the entire sales team to enhance product knowledge and sales techniques.

EDUCATION

California State University
Fresno, CA
2011
Bachelors of Science –
Health Administration
Biology

KEY SKILLS

- STRATEGIC PLANNING & EXECUTION
- TEAM LEADERSHIP & DEVELOPMENT
- P&L MANAGEMENT
- VENDOR NEGOTIATION
- INVENTORY MANAGEMENT
- SALES FORECASTING & STRATEGY
- COMPLIANCE MANAGEMENT
- MICROSOFT OFFICE 365 SUITE
- CEDNET & PROJECT MANAGEMENT SOFTWARE

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- Successfully designed and located new operational facilities, improving logistical efficiency in 2022.

All Phase Electric
Profit Center Manager
Oxnard, CA
April 2014 – February 2021

- Achieved 325% revenue growth over 7 years by managing all operations of a profit center focused on electrical sales and distribution.
- Led a sales support team and logistical operation, improving customer service experience across a diverse customer base including industrial, agricultural, and commercial sectors.
- Trained and mentored Manager Trainees, nurturing talent and promoting team members into Profit Center Manager roles.
- Served as the primary outside salesperson while simultaneously managing the overall operations, growing the team from 7 to 13 personnel.

Consolidated Electrical Distributors
Manager Trainee
June 2011 – April 2014
Visalia & Fresno, CA

- Completed a comprehensive 2.5-year Manager Trainee Program in just 2 years, acquiring in-depth knowledge of electrical distribution and sales processes.
- Developed foundational skills in team management, customer relations, and operational efficiencies.

COMMUNICATION

- SEIA Member
- Calssa Member
- NAED Member

LEADERSHIP

International travel experience as a representative for Greentech Renewables, hosted by manufacturing partners.

Proven ability to coordinate complex logistics and foster collaborative relationships with internal and external stakeholders.

REFERENCES

[Available upon request.]
