

Richard Carlton Oaks

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Career Objective: Senior Leadership / Distribution

Seeking a Senior Leadership role within a growth focused company in the distribution of products and services who is searching for a leader, who has best-in-class skills in developing associates, streamlining operational processes, and improving business practices, using data driven methods, to realize sustainable earnings for the company.

Summary of Qualifications

Three decades of experience building successful teams, specializing in the development of innovative growth strategies and long-term customer loyalty programs. Outperform the competition by securing, building and developing a strong team. Well-defined goal setting techniques, training module development and progress tracking measurements. A high energy partner and leader with a strong work ethic; proactive at assessing profitability issues and developing strategies to improve. Skilled at building relationships with vendor partners, customers and associates with the ability to craft programs that improve loyalty from each group while attaining shareholder goals. Accustomed to a rigorous travel and work schedule.

Professional Experience

RelaDyne

April 2011 - Current

Senior VP of Operations, RelaDyne LLC., (2021 – Current)

- P&L responsibility for \$2 Billion Fuel and Lubricant distribution business across 35 states, 98 locations, and 1,700+ associates.
- Full operational responsibilities with 9 direct reports managing the Distribution P&L.
- Implemented EBITDA enhancement processes to drive 43% EBITDA growth for the past 2 years.
- Responsible for the search process, due diligence, and successful integration of acquisitions.
- Managed the COVID downturn impact to consistent YOY EBITDA production.
- Established centralized services in the areas of Sourcing, Pricing, MDM, AR & AP.
- Identified, developed, and promoted talented associates for key leadership positions within the company.

Regional Vice President, RelaDyne LLC., Southwest Region (2016 – 2021)

- P&L responsibility for \$600 million Fuel and Lubricant distribution business across 7 states, 28 locations, and 500+ associates.
- Recruited and developed regional management team of 5 associates.
- Implemented margin enhancement processes across regional landscape to drive double digit EBITDA growth for the past 3 years.
- Responsible for the search process, due diligence, and successful integration of acquisitions in region.
- Grown the region from 24% of company earnings to 44% of company earnings.
- Successfully met or exceeded EBITDA growth expectations of 10% YOY, each year.
- Identified, developed and promoted talented associates for key leadership positions within the region and company.

General Manager, RelaDyne LLC., Houston, TX (2011 –2016)

- P&L responsibility for \$100 million Fuel and Lubricant distribution business, 3 locations, 102 associates.
- Developed operational and expense management processes to improve earnings by \$3 million.
- Created margin enhancement processes that resulted in growth in earnings by 28% each year.
- Responsible for the search process, due diligence and successful integration of \$12 million in acquisition revenue.
- Grew the earnings of new acquisition by 33% in year one.

Sales Manager, Florida HVAC Division (2008 – 2011)

- Responsible for 7 territory managers, 20 inside sales associates and \$30 million sales budget.
- Responsible for equipment purchasing plans and business plan for sales and growth of the American Standard equipment brand.
- Lead the sales effort to improve sales of primary equipment vendor by 13% in 2010 and improve market share by 5 basis points.
- Named winner of Pinnacle Award, top distributor for American Standard brand in 2010.
- Active member of the 5-member Distributor Advisory Council for American Standard equipment brand.
- Elevated quickly to key member of the leadership team and trusted advisor for other leadership team members.

Operations Manager, Florida HVAC Division (2007 – 2008)

- Recognized and respected regionally for integrating seamlessly with an acquisition group and managed the corporate integration of the business with minimal disruption to attaining annual shareholder expected results.
- Within first three months, developed an understanding for the acquisition computer platform and outlined specific physical inventory process to accurately conduct a physical inventory for seven locations and \$9 million dollars in inventory.
- Worked closely with the corporate acquisitions team to cross reference the product file, train associates, order and install hardware and successfully convert the business from the acquisition computer platform to the Ferguson computer platform.
- Set the strategy for improving cash flow and reducing inventory. Led the management team through an inventory reduction effort that resulted in \$3 million reduction of inventory in six months ending December 2006, with no effect on customer service.
- Integrated the significant change of corporate structure and processes within the business while exceeding sales and profit goals for the fiscal year ending August 2007.

General Manager, Colorado HVAC Division (2002 – 2007)

- Developed and implemented a business plan to integrate the HVAC segment of the Westburne acquisition into a dedicated HVAC standalone business in the state of Colorado.
- Full P&L responsibility for the integrated business with 3 locations and 100+ associates.
- Worked with corporate real estate department as well as local real estate specialists to secure facilities in three markets. Worked with corporate facilities department to manage the build-out of all three facilities.
- Recruited management and sales team to implement and drive strategic initiatives.
- Developed a sales strategy to recruit a customer base that focused on selling branded equipment, building brand awareness and marketing.
- Developed and executed a training strategy for associates to improve their knowledge of the HVAC industry. Delivered training to all associates that focused on our strategy to build customer loyalty. Had one of the largest percentages of trainees per capita in the company.
- Developed vendor and customer partnerships that resulted in a sales growth of \$4 million dollars within the first 18 months.

President, Tallahassee Winair - Tallahassee, FL**January 2001 – August 2002**

- Launched independent wholesale HVAC distribution business from start up to profitability.
- Negotiated every aspect of starting a business, from lease negotiations to product file development and vendor relations.
- Created and implemented solid business plan supported by effective sales strategy for the Florida big bend market.
- Developed the business to be a \$1.5 million-dollar, profitable business within 18 months.

Computer Skills

Extensive experience with Microsoft Office, including PowerPoint, Word, Excel and Outlook. Proficient in learning new software.
Proficient in Sage 100 ERP & DM2.

Education

Associate in Arts Degree, Tallahassee Community College – Tallahassee, FL
Bachelor's Degree - Business Management, Western Governors University - Texas