

# BRENDAN MCFARLANE

## SALES DIRECTOR

### CONTACT



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Orlando FL 32832

### PROFILE

Results-oriented Sales Director with 8 years of leadership experience and 10 + years of sales experience. Specializes in sales strategy and training, while possessing excellent time management skills, top customer-relations abilities, and robust communication methods. Continually seeking new ways to improve management expertise, enhance team experience, boost company morale, and improve overall team focus.

### CORE COMPETENCIES

- Business Development
- Recruiting
- Staff Retention
- Staff Development
- Sales Training
- Remote Leadership
- Organizational Leadership
- Effective Negotiation
- Market Research
- Effective Communication
- Motivational Leadership
- Stress Management

### EXPERIENCE

#### ***National Floors Direct – Regional Manager (Southeast Region)***

April 2023 - Present

- Developed a flagship field sales training program and kick-started its implementation nationwide.
- Supervise the day-to-day activities of all market managers.
- Preside over recruiting, onboarding, and training of employees throughout the region.
- Implement organizational strategies to increase productivity and sales growth.
- Oversee the company's expansion into Dallas (TX), Houston (TX), Orlando (FL), Tampa (FL), Jacksonville (FL) & Port St. Lucie (FL)

#### ***Florida Roof Specialists Inc. – Sales Director***

March 2021- June 2023

- Develop and execute strategic plans relative to each market to achieve sales targets.
- Supervise the day-to-day activities of all regional managers.
- Implement organizational strategies to increase productivity and sales growth.
- Develop and employ recruiting strategies for both sales and administrative staff.
- Oversee hiring and training of all mid and upper-level sales personnel.
- Led the company's expansion into five additional markets throughout Florida.

#### ***1st Class Roofing Inc. – Director of Residential Sales***

August 2019 – March 2021

- Regularly evaluate the efficiency of business procedures according to organizational objectives and apply improvements.
- Manage relationships/agreements with 3rd party contractors and external partners.
- Oversee the hiring and training of all sales and administrative staff.
- During employment, revenue generated grew from \$3 million to \$6 million annually.

#### ***RoofClaim.com - Account Manager***

June 2018 – August 2019

- Generate new business through canvassing, referrals, and company-generated leads.
- Serve as the lead point of contact for all customer account matters.
- Build and maintain strong, long-lasting client relationships.
- Negotiate estimates with Insurance carriers to ensure a streamlined claims process.
- Responsible for over \$ 2.5 million in revenue during employment.

### EDUCATION

#### **Florida International University**

B.A. Degree – Organizational Communications  
Graduated August 2025

#### **Daytona State College**

A.A. Degree - Graduated August 2023

#### **Flagler Palm Coast H.S.**

High School Diploma – Graduated May 2012