

Kelly Hopkins

Roofing Consultant/Contractor

kghopkins1@gmail.com

Summary

Accomplished, results-driven sales professional with extensive experience driving sales and maintaining a strong sales record. Successfully meet key performance measures, metrics, and goals. Open new accounts and maintain existing customer relationships. Negotiate and expand contracts with major State and Federal accounts. Possess a strong network of key decision makers across the Bay Area and Northern California. Manage accounts with both small businesses and Fortune 500 customers. Recruit, train, and manage high-performing sales teams, opening new markets and achieving exponential sales growth. Customer-focused leader with a focus on developing strong, long-term relationships. Proactive, strategic thinker known for creativity, innovation, integrity, and an outstanding work ethic. Specialities Account Management ~ Relationship Development ~ Market Expansion ~ Revenue Growth ~ Negotiations ~ Strategic Alliances ~ Solution Selling ~ Federal Contracts ~ Problem Solving ~ Consulting ~ Direct Marketing ~ Recruitment / Training ~ Marketing ~ Project Management ~ Sales

Experience

Owner / Operator at DRS Services

August 2013 - Present (2 years 5 months)

Owner at Design Roof Services

May 2009 - Present (6 years 8 months)

Spearheaded the creation of an entrepreneurial roofing consulting firm. Managed relationships with key customers, architects, and engineers. Advertised and marketed business.

Sales Manager at SR Products

July 2011 - December 2012 (1 year 6 months)

Built a strong customer base and sales revenue stream in the Bay Area of Northern California. • Expanded California market sales and successfully sold to public and industrial accounts.

Sales/Business Development at Progressive Roofing

April 2010 - June 2011 (1 year 3 months)

Directed sales efforts to major Federal and State accounts for one of the largest roofing contractor. Built a strong customer base and revenue base throughout the Bay Area and Northern California. Developed strong account relationships and created strong relationships with customers and sub-contractors. • Worked with company to successfully expand into the California market. • Expanded sales revenue in major target markets, including government contracts.

Senior Sales Representative at Tremco

January 1998 - April 2009 (11 years 4 months)

Manage Northern California geographical territory for a customer based, marketing focused manufacturer of specialty construction products for government, industrial and institutional markets. Responsibilities include developing account relations, developing and managing multiple construction projects involving specialty roofing and weatherproofing. Directed overall relationships with key accounts, building owners, facilities managers, architects and engineers.

Regional Manager at Tremco

January 1992 - December 1997 (6 years)

Recruited, trained and developed a team of 17 direct reports who were responsible for over \$12 million dollars in sales. Responsibilities included interviewing, hiring and training new people for their roles and responsibilities, including sales, sales support, credit and construction expertise in commercial roofing and weatherproofing projects. Region of the Year - 1995.

Area Manager at Tremco

January 1991 - December 1991 (1 year)

Recruited, trained and developed a team of 9 direct reports who were responsible for over \$6 million dollars in sales. Responsibilities included interviewing, hiring and training new people for their roles and responsibilities, including sales, sales support, credit and construction expertise in commercial roofing and weatherproofing projects

Senior Sales Representative & Trainer Manager at Tremco

April 1986 - December 1990 (4 years 9 months)

Managed West Texas, Southern New Mexico geographical territory. Responsibilities included direct sales to governments, schools, utilities, hospitals and industrial facilities. Technical responsibilities included construction analysis, specification development, project management and oversight. Directly responsible for a ten-fold increase in sales. Regional Sales contest winner 1989 & 1990

Skills & Expertise

Project Management

Sales

Sales Operations

Management

Consulting

Marketing

Recruiting

Government

Specifications

Facilities Management

Contractors

Sales Management
Selling
Training
CRM
Contract Management
New Business Development
Negotiation
Sustainability
Roofers
Waterproofing
Account Management
Construction
Leadership
Contract Negotiation
Direct Sales
Solution Selling
Operations Management

Certifications

Certified Technical Roof Consultant

Roofing Industry Educational Institute February 1996

Construction Documents Technologist

Construction Specifications Institute April 2004

Contractor's License: GS-21

State of New Mexico License 379033 July 2013 to July 2016

C-39 Roofing License

California State Licensing Board License 735500 April 1997

Education

The University of New Mexico - Robert O. Anderson School of Management

BBA, Marketing, Economics, 1980 - 1982

The University of New Mexico

Bachelor of Business Administration, Marketing Management, 1977 - 1982

Languages

English

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[Contact Kelly on LinkedIn](#)