

# Resume for Barry E. LaDuke

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**Barry E. LaDuke**  
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I have over a decade of consultative selling experience in a complex sales environment, where each project has a long time line, multiple influencers, and a technical application that crosses trades in the building industry. Complex selling requires persistence, patience, organization, and the ability to coordinate many relationships within the sale over a long period. I bring a high emphasis on principle-based selling that focuses on the right fit between client need and product/service offerings.

My communication skills have further been honed by formal education and seasoned by practical use in a corporate business environment from front-line labor to the boardroom. I have a proven ability to translate complex content into useful information for general audiences.

## Key Skills

- Macro-level business acumen
- Accurate forecasting
- Client needs analysis and qualifying
- Travel planning and territory management
- Professional and approachable demeanor
- Systematic and organized approach to meet goals
- Enthusiasm and integrity
- Client advocate
- Strong work ethic
- Competitor analysis
- Presentation and meeting coordination
- Technical and business correspondence writing
- Proficient in Customer Relationship Management (CRM) software, Powerpoint, Excel, Word, multiple e-mail client products, TruView CAD reader and many other Windows-based software packages.

## Professional Experience

### Regional Sales Manager - Warmboard, Inc.

*Warmboard Radiant Subfloor*, Aptos, CA (Portland, OR field office) (July 1999 - January 2010)  
Territory served: Alaska, Washington, Oregon, Idaho, Montana and Wyoming

- Managed direct and distributor sales for the Pacific Northwest
- First field sales presence in the territory for new start-up
- Grew territory to highest performing territory nationally in 2008
- Recognized for highest average transaction and top growth in 2007
- Recognized as providing most accurate forecast
- Recognized often for highest margin and gross profit
- Prospected for new leads
- Conducted trade association-approved seminars and product knowledge meetings for building professionals
- Set-up and staffed display booth for national and regional trade shows
- Coordinated with complimentary product and service partners for educational presentations
- Utilized consultative and strategic selling principles to build territory
- Provided high-level technical support

## **Education Specialist**

*JELD-WEN, Inc., Klamath Falls, OR (June 1998 - July 1999)*

- Assisted director in development of a pilot sales training program for a diverse national sales force
- Conducted portions of management development seminars
- Performed gap analysis for sales training curriculum development
- Provided analysis of sales force automation products and vendors
- Conducted research for best practices, resource materials, and source documents for course content

## **Corporate Quality Manager**

*JELD-WEN, Inc., Klamath Falls, OR (July 1994 - June 1998)*

- Implemented proprietary corporate quality program for corporate administrative offices and distribution division of an international company
- Conducted stand-up training for all incoming new corporate managers
- Edited and published corporate-wide quality newsletter
- Conducted workshops for customer service and quality management at multiple locations in the US and Canada
- Coordinated directly with senior management for program implementation, progress reporting and continual quality improvement

## **Purchasing Assistant - Production Lead**

*Summit Windows (JELD-WEN, Inc.), Yakima, WA (March 1988 - June 1994)*

- Developed software solutions for purchasing functions and trained staff in their use
- Supervised production crew
- Led set-up and operation of specialty insulated glass production (Heat Mirror)

## **Education and Training**

### **Central Washington University (1989-1994)**

B.A. Speech Communication major, Business Communication minor

Graduated Magna Cum Laude

Awarded Communication Student of the Year (1993 and 1994)

Accepted to National Dean's List (1994)

### **Breakthrough Negotiating (2001)**

### **Dale Carnegie (1996)**

### **World-Class Management Training - JELD-WEN (1994-2001 annually)**

## Recommendations

"I was able to learn a lot from Barry as his peer, and as his direct supervisor as well. He was able to help me better understand our business as he really has great instincts, combined with an ability to quickly analyze and verify those instincts before reacting to them. He knows his business well, and is more than willing to help his fellow associates and his clients succeed."

**Joe Norris**, National Sales Director, managed Barry as a Regional Sales Manager at Warmboard, Inc.

"Barry is my idea of a perfect salesperson - knowledgeable, reliable, creative, personable, and committed to meeting his clients' needs. I've worked closely with him on a couple of high-profile green demonstration projects, where I've seen him as a presenter and educator, and he excels in those roles, too. Barry brings real enthusiasm to his work - he gets the job done while never being too busy to keep learning and to nurture his network of relationships. I hope to have the chance to work with him again soon!"

**Pam Worner**, Top Dog at Green Dog Enterprises, collaborated with Barry on multiple projects as a Regional Sales Manager at Warmboard, Inc.

"It has been my pleasure to work with Barry on the Zero Energy Idea House. This is a showcase sustainable project overlooking Lake Sammamish on Bass Cove in Bellevue, Washington. Barry was most helpful in the owner's selection of the Warm Board radiant floor system for this project. From my standpoint as lead architectural designer, coordination with Barry in the design phase was seamless. And as point person in the construction phase Barry made sure technical submittals were meticulous. His knowledge of the product and the technology in general is extremely thorough. And Barry's ability to explain and coordinate in a thoughtful and detailed manner is unsurpassed. I look forward to working with Barry on future projects and would do so in a heartbeat."

**David Clinkston**, Principal at Clinkston Brunner Architects PLLC, worked with Barry as a Regional Sales Manager at Warmboard, Inc.

"Barry and I worked together during a time of very rapid expansion in JELD-WEN's history, and were stretched to the limit. Barry's Northwest work ethic stood out. Our mission was to change JELD-WEN's culture regarding Quality and Service, and to implement Statistical Process Control. We were highly successful, and had a huge impact on JELD-WEN's success, and our work remains evident to this day. I would not hesitate to hire Barry for whatever task is at hand. If there is something he doesn't know, he figures it out very quickly. I enjoyed my time working with Barry very much. He is bright, articulate, and has a personality that is warm and draws you right in, and of course I have to mention his sense of humor. We remain good friends and in contact to this day."

**Ken Austin**, Director of Quality and Service at JELD-WEN, managed Barry as a Corporate Quality Manager at JELD-WEN, Inc.

"Having worked with Barry for a period of five years I can honestly say that he is a person of the highest character and moral fiber. Barry is a person who can always be counted on to give his very best at whatever task he is working on. He always strives to better himself and no matter what he can always be depended upon. I would not hesitate to recommend Barry to anyone and would trust him with anything because I know that he will always be a co-worker and friend who puts others interests in the highest regard."

**Dale Chavez**, Vice President at Radiant Complete, worked as a peer with Barry as a Regional Sales Manager at Warmboard, Inc.

"I found Barry to be a good listener and team player. He was able to see the big picture when dealing with seemingly unrelated issues. Barry had a very good understanding of the sales process and had valuable insights in solving our business issues."

**Rob Jellesed**, Director of Internet Sales and Marketing at JELD-WEN, Inc, worked with Barry as an Educational Specialist at JELD-WEN, Inc.

"When thinking about Barry LaDuke, one thing is at the forefront, he believes in his product. Barry is dedicated, conscientious, and hard working. It is wonderful to work with someone who you can rely on!"

**Josh Mitchell**, Owner of Mitchell Mechanical, was Barry's customer as a Regional Sales Manager at Warmboard, Inc.

"Barry provides an excellent product and service that compliments our Radiant Floor Heating Systems. I know of no one who works as hard for customer satisfaction!"

**David Brent**, Owner of The Heating Specialist, was Barry's customer as a Regional Sales Manager at Warmboard, Inc.

"Barry LaDuke has been a personal friend of mine for approximately 5 years. Barry is a man of great integrity and high values. I have enjoyed watching him build his business and supporting him through the time I've known him. You meet a few people in your life who you would trust anything with. For me, Barry is one of those people. Barry will not only bring integrity and value to a business transaction, he's the one that I would want working for me to finish the job."

**Michael Beirwagen**, Principal Broker at Prudential Northwest Properties, is Barry's friend, fellow musician, and, of course, his realtor.

"Barry was a student of mine back in the 1990's. I can honestly say that I have had well over two thousand students in my thirty four year teaching career, and I confess to not remembering all that many of them. I do remember Barry! He made a strong positive impression on me during his time in our department. I was impressed with his enthusiasm, great work ethic, his true desire to learn, and the quality of his work. He was fun to have in class, and we got to be friends outside of class. His career since he graduated from CWU has shown that he can succeed in a number of positions. I strongly believe you will be gaining a valuable employee should you hire Barry."

**Phil Backlund**, Professor at Central Washington University taught Barry as a student at Central Washington University.

Additional References Available Upon Request