

# Mark A. Raico

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## Professional Summary

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Results oriented operations manager with more than 10 years of day-to-day business operations management. Skilled at leveraging teams to drive revenue growth creating value for customers and the company. Demonstrated ability to streamline processes for efficiency and profitability.

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## Work History

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### **Director of Operations, 07/2016 to 07/2021**

#### **State Industrial Products - Cleveland, OH**

- Created key operational metrics to streamline business and field operations
- Partnered with vendors to effectively support service needs
- Managed and lead 11 senior and mid-level managers
- Drove field coaching practices to drive positive leadership and real time feedback
- Implemented new inventory strategy increasing accuracy by 40% and decreasing variances by 20%.
- Managed 7 warehouse facilities across the US
- Designed and standardized commercial laundry and warewash programs
- Managed P&L for division
- Led two acquisition teams resulting in a successful transition
- Key leader in national account relationships
- Achievements
  - Achieved 22 months of record-breaking revenue growth while maintaining OP targets
  - Maintained and returned revenue post Covid achieving profit plan

### **General Manager, 09/2015 to 07/2016**

#### **Crowley's Vegetation Management - Euclid, OH**

- Full P&L responsibility
- Managed senior leaders responsible for Sales (door-to-door, call center), customer service, and operations
- Maintain customer service and quality by establishing and enforcing organizational standards
- Motivate and encourage team to promote a winning positive culture
- Create annual budget for all product, headcount, and vehicles based on revenue projections
- Directly manage corporate accounts

### **Director of Operations, 12/2008 to 09/2015**

#### **Toshiba Business Solutions – Valley View, OH**

- Managed, lead, and streamlined multiple departments to sustain an efficient, effective, profitable, and customer focused organization (Purchasing, Order Management, Inventory Control, Warehouse Mgmt, Facility Mgmt, Project Mgmt)
- Analyzed “TJ” reports, P&L’s, Variances, Inventory Reserves, and benchmarks to control cost and increase profit
- Communicated with Sales department using accurate forecasts to maintain purchasing levels and control costs
- Generated and maintained relationships with current / potential vendors to create solid supply chains, distribution channels, and drive lower costs
- Supplied and maintained nationwide supply chain to move inventory according to business and customer needs
- Lead Order Management and Installation teams on all new projects to ensure timely turnaround and project completion within project budgets
- Provide national support to intercompany projects for training, brainstorming, testing, and implementation
- Achievements: Outstanding Service Award (2x), GM/VP Special Recognition Award (2x)

**Marketing Manager**, 02/2006 to 02/2008

**Northcoast Business Systems, A Toshiba Company** – Valley View, OH

- Developed and implemented marketing plans for years 2007 and 2008
- Coordinated all marketing initiatives for product positioning and brand awareness
- Implemented successful marketing campaigns generating new account leads
- Designed all advertisements for yellow pages, trade magazines, brochures, radio broadcasting, sponsorships, and events
- Designed and maintained company website and customer portal
- Orchestrated career fairs, college fairs, college speeches, and training classes on sales and marketing techniques
- Responsible for onboarding and training all new associates on industry and process overview, cold calling and appointment techniques, product demonstrations, and how to close a sale

**Print and Document Services Manager**, 08/2003 to 02/2006

**OfficeMax Inc.** – Willoughby Hills, OH

- Teamed with local businesses to develop creative business opportunities.
- Increased sales 40% annually through outside sales activities and training employees
- Increased revenue per click by reducing waste and training
- Controlled all inventory, payroll, outside/inside sales, and operations.
- Promoted from production associate and held positions in customer service and sales

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## Skills

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|-------------------------|--------------------------|-----------------------------|
| • P&L management        | • Process improvement    | • Cost reduction strategies |
| • Business strategy     | • Training & development | • Team management           |
| • Operations management | • Performance management | • Problem solving           |
| • Process control       | • Warehouse operations   | • Accountability            |

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## Education

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**Bachelor of Business Administration:** Advertising/Marketing/Management

Northwood University, Midland, MI - 5/2005

**Associates of Arts:** Advertising

Northwood University, Midland, MI - 5/2003

**High School:** Management Information Systems

Mentor High School / Lakeland Community College. Mentor, OH - 6/2001

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## Organizations

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Vistage 2017-2021

Tau Kappa Epsilon 2001-2005

- Vice President
- Histor