

**Lou (LC) Capolino**

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**Professional Summary**

Dynamic and results-driven Senior Vice President of Sales with extensive experience in managing sales operations within the technology industry. Proven track record of driving revenue growth through strategic planning, team leadership, and effective channel management. Skilled in developing metrics, KPIs, and end-of-day reporting systems to enhance operational efficiency and decision-making. Committed to fostering high-performing teams and delivering exceptional customer service while directly reporting to the CEO.

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**Experience****Omni Print International****Senior Vice President of Sales**

Irvine, CA | Feb 2024 – Present

- Oversee all sales efforts for new equipment, supplies, consumables, and services, driving a multi-million-dollar revenue stream.
- Lead and mentor a high-performance team of 10 direct reports, including 2 supervisors and 8 sales representatives.
- Develop and implement comprehensive sales strategies to expand market share and penetrate new verticals.
- Provide daily metrics and KPIs to assess team performance, track sales activities, and identify areas for improvement.
- Generate end-of-day reports reflecting all sales activity to ensure alignment with company goals.
- Cultivate relationships with key clients and stakeholders to enhance customer satisfaction and loyalty.
- Collaborate with the marketing team to create targeted campaigns and promotional initiatives.

**Key Achievements:**

- Achieved a 150% increase in year-over-year sales growth.
- Successfully launched clickpeel.com resulting in 100K per month in revenue.
- Improved team productivity by implementing streamlined reporting processes and sales training programs.

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**Smart Charging Technologies****Energy Program Director - Dealer/Channel Partnerships**

Feb 2020 – Feb 2024

- Presidents Club Achiever and Trusted Advisor for the Port of LA, Long Beach.
- Developed direct and dealer channel relationships, creating new revenue streams for material handling equipment users.
- Specialized in clean fuel alternative Material Handling Equipment, establishing revenue streams projected for over 10 years.
- LCFS Program Director – Low Carbon Fuel Standard Energy Credit

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**Renaissance Consultancy Group****President**

Dec 2014 – Jan 2024

- Focused on channel partnerships, network infrastructure, public/private/hybrid cloud, and managed IT services. Provided solutions integration for enterprise clients.

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**NACR (acquired Meridian)****Director of National Sales**

Dec 2013 – Dec 2014

- Presidents Club Achiever; drove national sales initiatives and strategy.

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**Meridian Group International, Inc.****VP of Sales**

Oct 2012 – Dec 2013

- Presidents Club Achiever: led sales for a \$500M revenue organization recognized as a top partner for major tech firms.

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**Carousel Industries****Senior Account Director**

Jul 2011 – Oct 2012

- Presidents Club Achiever: focused on unified communications and technology solutions that drive client success.
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## **Gotham Technology Group**

### **Account Manager**

Apr 2007 – Nov 2010

- VAR Integrator; recognized as a Presidents Club Achiever for exceptional sales performance.
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## **Licenses & Certifications**

- Public Speaking
  - PMI Certification
  - Six Sigma
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## **Skills**

- **Sales Strategy Development**
- **Team Leadership & Mentorship**
- **Metrics & KPI Management**
- **Channel Business Development**
- **Customer Relationship Management (CRM)**
- **Market Analysis & Competitive Intelligence**
- **Reporting & Data Analysis**
- **Contract Negotiation**

## **References**

Available upon request.