

Brock Naylor, *FAPC*

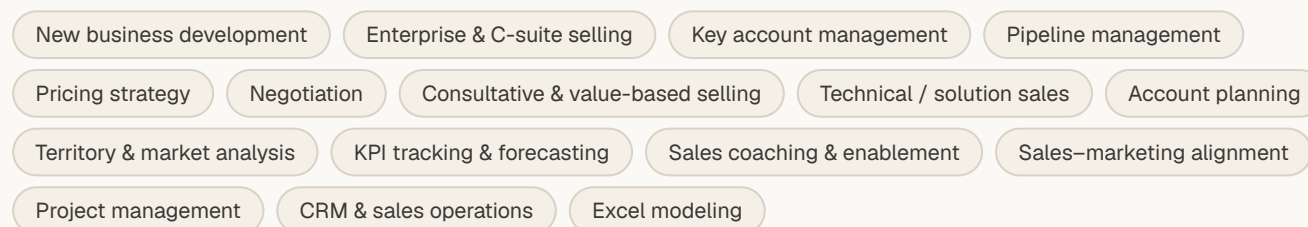
Business Development · B2B and B2C Sales Professional

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PROFILE

Sales and business development professional with **10 years of business development experience, including B2B and B2C sales** across manufacturing, commercial fenestration and glazing, mortgage lending, and agency account management. Currently manage a **\$2M+ monthly pipeline** of active deals at Reed Rubber Products, selling custom TPV and thermoplastic extrusions to executive stakeholders and engineering teams at top-tier glazing and fenestration manufacturers. Relationship-based seller drawing on straight-line and Sandler discipline: trust and technical credibility first, pitch second. FGIA-certified in fenestration standards and eCornell-trained in sales growth, account prioritization, and value-based selling.

CORE COMPETENCIES



PROFESSIONAL EXPERIENCE

Reed Rubber Products

2024 - PRESENT · ST. LOUIS, MO (REMOTE)

Business Development Manager

Manufacturer of TPV and thermoplastic gasket extrusions serving commercial fenestration, glazing, and overhead door OEMs.

- Manage a monthly pipeline in excess of **\$2M in active deals**, from first outreach through custom part development, test fit, and production award.
- Sell directly to executive stakeholders and engineering teams, translating application requirements into custom extrusion designs, material specifications, and tooling decisions.
- Established supply partnerships with **top-10 glazing companies and commercial fenestration manufacturers**, converting cold prospects into multi-year relationships.
- Own pricing strategy and customer communication on price changes: direct, data-supported, and relationship-first.
- Streamlined sales operations and territory reporting (year-over-year analysis by customer, YTD rollups, repeatable pre-call planning for key accounts), improving working efficiency and customer responsiveness.
- Earned FGIA Fenestration Associate Professional Certification and the eCornell Sales Growth Certificate; applied both to KPI definition and account planning.

Naylor Brand Consulting, LLC

2019 - 2024 · WESTFIELD, IN

Owner & Lead Brand Consultant

Brand strategy, creative design, web design, and project management for clients at every stage of the business lifecycle.

- Founded and ran the firm end to end: business development, scoping, pricing, delivery, and client retention.
- Built full-picture branding and digital strategies alongside clients rather than handing off a deck, producing measurable results across identity, messaging, and web.
- Assembled and directed a network of specialist creative professionals, managing concurrent projects, budgets, and timelines.

Magnolia Bank

2019 - 2022 · FISHERS, IN

Mortgage Loan Officer

- Generated **millions of dollars in monthly production** across VA, FHA, and conventional loans for purchase and refinance clients.
- Guided buyers through high-stakes, heavily regulated transactions, pairing consultative discovery with clear communication at every milestone.
- Developed digital workflows that reduced friction from application to close and built a durable referral pipeline.

Rinck Advertising

2017 - 2019 · LEWISTON, ME

Account Executive & Project Manager

- Served as the daily point of contact between the agency and its client accounts, turning client objectives into briefs the agency could execute.
- Coordinated creative, media, public relations, digital, and traffic teams to deliver multiple concurrent, multi-channel campaigns under tight deadlines.
- Managed scope, schedule, and stakeholder expectations, the foundation of how I run complex deals today.

EDUCATION & CERTIFICATIONS

Butler University

Bachelor's degree, Marketing · 2014

Fenestration Associate Professional (FAPC)

Fenestration & Glazing Industry Alliance (FGIA): fenestration products, performance standards, materials, test methods, and code requirements.

Sales Growth Certificate

eCornell: five-course program in market analysis, customer segmentation, account prioritization, value-based selling, negotiation, and performance management.

SALES APPROACH

Relationship-based selling, sharpened by straight-line and Sandler structure and influenced by Zig Ziglar, Dale Carnegie, and Tony Robbins. Ten years of selling has taught me the same lesson every time: strong relationships produce long-term growth, and trust opens doors that an expanded network keeps opening. In a market that values connection over the hard sell, I make sure a customer is comfortable and confident working with me long before I pitch them anything.

TARGET ROLES

Individual contributor sales

Sales leadership

Enterprise sales

Project management

Marketing leadership

Remote or hybrid · limited travel