

Contact

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Top Skills

Industrial Distribution
New Business Development
Operations Management
Sales and Marketing

Languages

English (Native or Bilingual)
Spanish (Limited Working)

Peter Grimes

Industrial Distribution Expert | Entrepreneur | Hunter | Strategic Thinker | Business Development | Sales and Marketing
Renton, Washington

Summary

I am an accomplished Executive with considerable experience in operations, P&L oversight, sales, marketing, and multi-channel product distribution in both start-up and growth-oriented organizations. I am a results-oriented, decisive leader with proven success in making both tactical and strategic decisions to drive increased sales and a growing bottom line. I am known for my natural ability to establish empathic relationships with both customers, vendors, and the people within the organization. I have a proven track record of overcoming obstacles, solving problems, adapting to change, and providing steady, trustworthy leadership.

Experience

Industrial Distribution Associates, LLC.

President

February 2018 - Present

Greater Seattle Area

I am leveraging my experience, capabilities, and education to grow Brand awareness and garner new business for growth-minded manufacturing companies in the Industrial Manufacturing space. I have chosen to affiliate with organizations that are experts in their industries, are privately owned, nimble, creative, and sales oriented with a clear vision of their goals and understand the importance of Sales and Marketing in growing their business AND bottom line.

Motion and Flow Control Products, Inc. (Top 5 nationally recognized Parker Hannifin distributors)

3 years

Marketing and Operations Manager / Chief Digital Web Strategy Oversight

November 2015 - December 2017 (2 years 2 months)

Kent, WA

I continued to complete projects still in process including Safety, ISO, Government Sales, and print media. I was also asked to take over all other aspects of marketing including developing our new website, creating and growing a comprehensive outbound marketing platform, and creating and developing an e-commerce platform and strategy.

For Marketing: I was responsible for the development and implementation our digital strategy, both tactical and strategic. I was responsible for development of our digital strategy growth across all platforms, including web development, inbound and outbound marketing, social media, print media, integration with our ERP system, and developing a CRM platform. (SEO, SEM, PPC, CRO, CRM, and Social Media in a B2B and B2C environment.) I launched our new website in December 2016 www.mfcpinc.com.

I led the Customer Classification and Segmentation project, breaking out customers into classifications for the first time (OEM, Small MRO, Large MRO, Resellers, B2C Retail, Channel Partners, Associate Distributors. I also segmented customers by Markets Served assigning NAICS Codes to each customer to better be able to analyze gross margins, sector revenue analytics, change patterns by market, and Marketing budgets based on ROI and market changes by group.

Magento | Epicor ECC | Web Development | Marketing Analytics

Operations and Project Manager Safety | ISO | Government Sales
January 2015 - November 2015 (11 months)

Greater Seattle Area

Upon my return from a leave of absence I was asked to take on several projects that the Organization felt were below standards or expectations, where the company would benefit from my expertise, focus, and experience to have these situations remedied. These Projects included:

Safety: We had NO Safety administration, platform, or plan. Each of the organizations prior to mergers had some safety plans but were haphazard and disjointed. All fell by the wayside after merging. To bring MFCP up to standards I:

- Developed a comprehensive OSHA training program for all locations including proper training of branch managers
- Implemented a comprehensive employee training program using the Succeed Safety Platform. It included proper use of PPE/Defensive Driving/Facility Safety/First-Aid-CPR-AED
- Developed a formal Accident Reporting and prevention procedure and documentation

Government Sales: When I owned American Hose & Fittings, we did a tremendous amount of business with the Federal Government. None of the other locations did, so I was asked to establish a growth platform for ALL locations. I registered key locations in SAM, created Dynamic Small Business Profiles, and created an outbound marketing platform and bid search templates. Within 12 months we did an additional \$800K in NEW business with the Federal Government.

Marketing: Our print media was woefully out of date, disjointed, obsolete, and of poor quality. Many branches were creating their own documents that conflicted with other locations and were incorrect. I took over all print media and improved quality, made all current, created a plan for dissemination, and significantly reduced our overall spend. I also took over all other aspects of marketing.

ISO: I was asked to take over all aspects of ISO Compliance, and to take us from ISO 9001:2008 to ISO 9001:2015

Budgeting | OSHA | Procedural Logistics | Marketing | InDesign | Photoshop | ISO Compliance

Executive Leave of Absence

FMLA

November 2014 - December 2014 (2 months)

Greater Seattle Area

With full support from MFCP I took a Leave of Absence to help my family recover from tragedy

Motion and Flow Control Products, Inc.

Regional VP Sales and Operations (Organic Growth, New Branch, and Acquisitions)

August 2012 - October 2014 (2 years 3 months)

Greater Seattle Area

Upon a successful sale of American Hose & Fittings, Inc. to MFCP I accepted the position of Regional VP Sales and Operations for the Northwest Region. My responsibilities included all aspects of managing the Northwest Region, which included Washington, Alaska, and at that time, Montana.

I was responsible for all aspects of Regional Management for four states including two regional Hubs and six branches. Of those, the three branches in Alaska became my responsibility through an acquisition which I helped

negotiate and was responsible for. One branch in Montana was a successful start-up, which I also managed and was responsible for. One branch was an acquisition, which came at the end of my responsibility for the region. I was responsible for Budgeting, Capex, Inventory, and Sales. Our Alaska and Washington branches all saw YOY organic growth, even through the difficult transition of acquisition, management change, and the change of ERP systems. This was the most challenging time of my career. During this time my family suffered a personal tragedy which was affecting my performance, and I chose, with full support from MFCP, to take a Leave of Absence in November of 2014 to have the needed time to cope with and resolve the crisis affecting my family.

Budgeting | Excel | Forecasting | ERP Systems Integration | Crisis Management | Team Building

American Hose & Fittings, Inc.

Founder & Senior Partner (Sales, Sales Management, Marketing, IT, Finance Oversight)

March 1983 - August 2012 (29 years 6 months)

Greater Seattle Area

In 1983 Greg Bowman and I purchased the Seattle branch of Associated Hose Products. We changed the name to American Hose & Fittings, Inc. and never looked back. At the time of purchase, we were still enduring a difficult recession and high interest rates. Greg and I had no credit history, no capital, no experience, no brands of value, and little experience. We worked endless hours, covered for each other, operated conservatively, and made good decisions. We made good decisions, hired carefully, and always made sure our employees came first. "Service is Our Most Important Product" was our tagline, and we gained a well-deserved reputation for outstanding products, impeccable service, and became known for our ability to solve customer problems when our peers couldn't or fell short.

Over the years we became nationally recognized as a leader in the niche of Industrial Distribution for hoses, fittings, and related fluid power components. Our sales territory primarily covered Washington, Alaska, Hawaii, but also many other states and international sales as well. We grew to almost 40 employees, with sales upward of \$20M. My role was primarily sales and marketing, but as an owner was also overseeing operations, HR, and IT. We represented over 100 manufacturers, and when we sold the business had two locations, and ~\$2M in inventory. We received many awards and accolades in our industry.

In 2010 Greg battled with major health issues, and in 2011 we came to the decision it timely, financially prudent, and was in our and our families best interest to sell the business. We negotiated with Motion & Flow Control Products Inc. (MFCP) and sold the business to them in August 2012.
Risk Management | Leadership | Operational Excellence | P&L Oversight | Team Building | Growth Management | Tactical and Strategic Sustainability | Sales Management | Operational Excellence

Associated Hose Products (a distributor of Hoses, Fittings, and related Accessories)

Inside Sales, Outside Sales, Operations
October 1980 - February 1983 (2 years 5 months)
Seattle, Washington

In October 1980 an opportunity to gain experience was presented to me when a vendor I was familiar with was opening a branch in the greater Seattle area and based on my growing reputation asked me to work for them. The opportunity was for inside sales, outside sales, and operations; with a chance to grow with the branch and accept more responsibilities as the operation grew. I met with Greg Bowman, the new branch manager, and began my true career.

We started with a clean slate and began from the ground up. By 1983 we had established a profitable, reliable branch, operating in the black during a recession. The owner however, was struggling in their main location and felt it in the best interest of the company to sell the Seattle branch and paved the way for Greg and me to become partners.

Sales Training | Territory Management | Risk Management | Relationship Selling | Value Propositions

Transco Northwest, Inc.

Operations Manager
July 1979 - September 1980 (1 year 3 months)
Tukwila, WA

My responsibilities included all aspects of managing a small branch. These responsibilities included inside sales, scheduling field operations, payroll, quote follow up, interaction and coordination with field sales for sales opportunities and lead generation. It was here I developed my excellence in time and task management skills as I was responsible for so many tasks.

Quote Management | Relationship Skills | Branch Responsibility | Operations Experience | P&L Responsibility

Education

University of Puget Sound

Master of Business Administration (MBA) , Business, Management, Marketing,
and Related Support Services · (1982 - 1983)

University of Puget Sound

Bachelor of Arts (B.A.), Psychology/Business · (1974 - 1979)

Oregon Episcopal School

High School · (1971 - 1974)