

Contact

www.linkedin.com/in/macraemadeleine (LinkedIn)

Top Skills

New Business Development
Sales Management
Business Development

Languages

English (Native or Bilingual)
French (Limited Working)

Publications

Weekly Newsletter

Madeleine MacRae

Getting businesses to where they want to GROW!
Phoenix, Arizona, United States

Summary

Madeleine MacRae is a business and leadership coach who focuses on bringing her clients thought-provoking, practical, usable content that accelerates their implementation and secures their long- and short-term results. She loves the grit and determination of business owners in the home improvement industry and has dedicated her career to helping them and their teams.

Experience

Homepro Toolbox
Founder / CEO
November 2021 - Present (11 months)
Phoenix, Arizona, United States

Homepro Toolbox is the business resource for home improvement pros who want to build better businesses without wasting their time!
www.homeprottoolbox.com

MM MacRae Coaching & Consulting
President
October 2015 - Present (7 years)
Landenberg, PA
www.mmmacrae.com

MM MacRae Coaching & Consulting helps catapult enthusiastic entrepreneurs to the level of freedom they've long desired and works with large distribution-based organizations to build business growth programs tailored exactly to their distributors/dealers' needs.

Madeleine works through 1:1 coaching, speaking and a variety of custom-created group programs.

Somfy U.S.
5 years 3 months

Exterior Market Manager

December 2013 - January 2015 (1 year 2 months)

Dayton, NJ

- Reporting directly to the North America CEO, responsible for the Exterior Market
- Global Accounts Project Manager and direct manager for several Global Accounts
- Worked closely with international and local product development, sales and administrative teams to set, track and achieve strategic and operational objectives for Global Accounts
- Collaborated with marketing, development and sales teams to execute market approach and targeted growth strategies.
- Contributor to the 5-year Strategic Vision for North American business unit. Worked directly with North American CEO on content and creation of the PPT to be presented to Global Leadership and CEO

Director of Customer Service and Corporate Training

January 2012 - December 2013 (2 years)

Dayton, NJ

- Member of Strategic Leadership Team- Responsible for monthly updates on all projects and KPI. Gave 3-4 presentations annually on special projects and departmental key success factors
- Re-organized customer service department from 16 generalists to focused specialist teams. Results: Decrease in complaints and reduction in errors while growing monthly output
- Created a customer-focused environment by eliminating regional divisiveness and fostering interdepartmental collaboration through implementation of unities procedures and strategic alignment across all levels and departments. Results: Decreased duplicated or missed orders and decreased order entry errors
- Launched a VOIP phone system and a Quality Monitoring Program in which agents hit/exceeded ratings in the first 2 months and consistently maintained top level
- Re-Launched a corporately developed Customer Relationship Management tool (Geronimo) and secured a 40% conversion rate on all Call Center Cues within first 6 months of implementation
- Redesigned the educational process and membership criteria for the technical education program for direct and indirect customers
- Redefined structure and flow of internal and external product education into a tiered offering tailored to the specific needs of the trainees
- Spearheaded a Participant-Centered approach to learning and best-practice sharing with key accounts

National Retail Sales Manager

September 2011 - December 2011 (4 months)

Dayton, NJ

- Reporting to the North America CEO, promoted to a national role and given a seat on the Strategic Leadership Team due to success within a strategic role that required research, application and inter-departmental collaboration
- Managed a team of 12 field representatives
- Researched the customer impact of field team, studied the ROI of the department and reviewed all programs for complete reset and re-visioning of the department
- Upon termination of the program, assisted with the reallocation of the human capital for optimal contributions to the organization in new or existing roles

Business Development Manager, Internet Sales

January 2011 - September 2011 (9 months)

Dayton, NJ

- Reporting to the Interior Market Manager with a strategic overview team including the National Sales Manager, Marketing Manager and CEO
- Conducted in-depth market research to validate market size, supply chains and market leaders
- Identified key online retailers driving the market and met with owners and top managers to gauge interest in motorization and devise a program to secure the market for Somfy
- Developed a program for the top online window covering retailers that drove marketing asset creation and fabricator participation. Kicked off training and marketing program to targeted retailers

Regional Sales Manager, South Central United States

November 2009 - February 2011 (1 year 4 months)

- Managed a multi-state territory out of sharp sales decline to positive growth
- Provided training, marketing support and customized tools for products and administrative needs
- Took ownership of education on the complete Somfy product offering, internal systems and full range of marketing and support tools to expedite the ramp-up of territory management

Independent manufacturing Rep

Owner

March 2009 - December 2009 (10 months)

- Targeted and won contracts with several manufacturers for exclusive representation of product lines within territory

- Landed and managed 35 customers. Achieved break-even point by 3rd month of business
- Targeted and developed key customers for break-out growth one of which grew from \$0 to \$1.3M in sales in under 1 year with total product line

MastroShield

Sales & Marketing Director

July 2007 - February 2009 (1 year 8 months)

- Reporting to the Owner, promoted to Sales & Marketing Director and given a seat in the Executive Management Team due to strong success in B2B sales and leadership skills exhibited during the startup phase of the company
- Increased sales 270% in first year
- Built inside sales department and made 2 direct reports accountable for 1/3 of turnover
- Took full-line product training for internal and external applications from inception to completion with staff and dealer training courses and instruction manuals

USA Shutter Company / Maestrosshield

Inside Sales/Office Manager/Executive Assistant

May 2006 - June 2007 (1 year 2 months)

- Handled all basic office management, lead management and account development from startup
- Responsible for launching and hands on execution of a full marketing program from catalogs and price lists to online content and tradeshow participation.
- Collaborated with Quality Manager to build ISO 9000 type Quality processes for all operational procedures
- Sales, order fulfillment, logistics, production and quality control from launch

StAR Magazine

Assistant Editor

June 2005 - July 2006 (1 year 2 months)

- Proofed and edited articles for publication. Wrote features and reviews. Copyedit bi-monthly issues of the StAR
- Resolved all billing, shipping and/or subscription discrepancies with magazine subscribers

Education

Ave Maria University

Bachelor's degree, English Language and Literature/Letters · (2001 - 2005)

St. Dominic School

High School Diploma, Liberal Arts and Sciences/Liberal
Studies · (1995 - 2001)