

# MARLA MYATT

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## ARCHITECTURAL TERRITORY SALES MANAGER

Proven success in identifying opportunities for business by creating and maintaining relationships and trust for our services and products we distributed. Have a strong knowledge and following of the Southern California architectural design and general contractor market. Increased sales 25% due to the relationships with targeted accounts.

- Established and created builder and architectural client base over 600% within a year and a half
  - Built brand awareness which increased specifications and sales
  - Represented the company at trade and industry shows
  - Coordinated and presented AIA CEU lunch and learns for industry continuing education
  - Possess a strong track record of territory growth and sales
  - Experience in establishing relationships with the A&D community and commercial builders
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## WORK HISTORY

### FLOOR COVERING CONSULTANT INNOVATIVE FLOORING SOLUTIONS

2015 – 2016

Source, provide and value engineer floor covering solutions that best fit the needs of the A&D clientele and end users. Negotiate pricing and project manages the sequence of placing the order for goods and installation services. This prevents any substitutions of the specifications. Increases productivity and service.

### BUSINESS TO BUSINESS ARCHITECTURAL SPECIALIST L2 SPECIALTIES.INC.

2013 - 2015  
Santa Ana, Ca.

- Established and maintained relationships with builders, architects, designers in the Southern California territories and increased sales 15%
- Developed relationships with higher education capitol planning project managers for the UC System as well as for USC facilities and planning group thru networking and education
- Coordinated AIA CEU accredited lunch and learns and presented a sound guide for Panelfold operable partitions and Klein-USA sliding glass wall systems.
- Represented the company at industry events and trade shows and increased company visibility
- Communicated with Architects to understand specific system and specification requirements.
- Provide advice on project costs, design concepts, and design changes.
- Document design specifications, installation instructions, and other system-related information.

### ACCOUNT SALES EXECUTIVE PRECISION FLOOR COVERING, INC.

2008 - 2013  
Santa Ana, Ca.

- Developed and negotiated with builders and worked with their design teams for design build projects. Provided design quality products and services to the builders. Evaluate products

specified and provide value engineering to cut costs and meet required specifications. This allowed the builder to meet budgets and save their clients' money.

- Established and maintained potential clients and introduce them to Precision Floor Covering and the services we could provide to them
- Targeted key UC system capitol planning and facilities managers and built relationships which created awarded contracts by specifying the floor covering for projects on campus
- Possess a strong track record of increasing annual sales and became the second highest producer by selling over 2 million in goods and services. Increased overall company sales from 9 mill to 11 million in sales.

## **ACCOUNT SALES EXECUTIVE**

2006 -2008

### **MOHAWK CONTRACT**

Atlanta, GA.

- Developed and maintained relationships with the Contract and Hospitality A&D community by providing lunch and learns
- Increased specifications and sales 20%
- Participated in vendor tabletop conventions (IIDA NeoConnect), Hospitality and Design show
- Establish and control specifications
- Keep the carpet binders up to date in the Architectural Design libraries as well as the commercial floor covering contractors
- Developed and maintained local Mohawk sample allocation locally
- Manage pricing quotes and proposals to floor covering subs
- Develop end-user clients to standardize building standards

## **ACCOUNT SALES EXECUTIVE**

2002 - 2004

### **AMTICO INT'L**

Atlanta, GA.

Managed 5 Home Expo big box stores as well as the residential floor covering dealerships in the San Diego, Orange County and Inland Empire regions. I created a training program to educate the Home Expo sales staff on selling the Amtico luxury vinyl plank product line. Maintain customer samples for all 5 stores. Trained and supervised the weekend Amtico Home Expo weekend assistant.

- Ranked 2nd in the company for sales in 2003 and 2004
- Exceeded quota in 2003 and 2004 by providing support and training for the Expo sales force
- 2003 to 2004 Award for 100% of Sales to Target

## **ACCOUNT TERRITORY MANAGER**

1992 - 2002

### **Beaulieu Commercial Carpet**

- 1997 ranked 162% of quota award
- 2000 awarded 100% of quota sales for the region

Developed new lucrative relationships with architectural design firms by providing designers with custom designs, patterns, and colors for projects. Maintained library catalogs and presented new product lines through "AIA certified lunch and learns". Targeted higher education end-user accounts and increased product awareness with the UC systems facility management and their in-house Construction and Design groups. Managed and controlled price quotations to the commercial floor covering contractors. Excelled in customer service and built lasting client relationships which increased sales.

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## **EDUCATION & TRAINING**

**AIR TRANSPORTATION OPERATIONS- ORANGE COAST COLLEGE**

1978

Costa Mesa

Certificate of Completion LEED Green Associates Exam Training Workshop

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## **HONORS & AWARDS**

- Amtico Award for Achieving Highest Sales to Target, 2004
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## **AFFILIATIONS**

- IIDA Industry Member 2013 to present
- NEWH Industry Member 2013 to present
- OCCIS Orange County Chapter 2013 to present
- EUI Experience Unlimited Irvine Chapter Alumni Brand Trainer 2015