

## **DANA G MATASSA**

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### **PROFESSIONAL SUMMARY**

High performing and award-winning Design Director and Sales Manager with 20 years of experience growing business and creating sustained opportunities working with interior designers, architects, developers and property owners

### **RELEVANT EXPERIENCE**

#### **Symmons Industries**

##### **Design Director**

**January 2015 – March 2020**

Southeast Region

- Award for highest sales increase in a region 2019 of 20%
- Consulted in the design of lavatory faucets and shower systems with Design Studio team
- Increased business by \$1.2M in first year, from \$800,000 to \$2M
- Wrote over \$1M in purchased specifications 2015-2019
- Develop and implement rebate programs for developers and plumbing contractors
- Work one on one with designers to write plumbing specs for hospitality and multi-family projects
- Attended NEWH, AIA, ULI and hosted networking events to stay on top of trends and build relationships with developers, architects, designers, ownership groups and contractors
- Effectively presented weekly product knowledge seminars and stressed the sustainability, longevity, and long term cost savings of Symmons products
- Develop and maintain relationships with hospitality (Marriott, Hilton, Choice) and local and national multi-family ownership groups
- Experienced in the Richardson Sales Training approach
- Uses Salesforce to actively log project info, prospect and follow up on projects
- Managed Choice Hotels International brand relationship and specified plumbing for all brands
- Promotes the Symmons brand mission of “Built to last, designed to stand out, and backed by a customer-first culture”

#### **Knoll Textiles**

##### **Textiles Rep**

**May 2013 – November 2014**

Washington, DC

- Increased sales by 45% in 2014 including entire product brand
- Responsible for developing and maintaining long term one on one relationships in the A&D community

- Successfully consulted with A,B,C level design firms on projects as it relates to Knoll textile product and specification
- Provides A&D firms with weekly updates on product through lunch and learn presentations
- Provides product pricing and discounts to contractors, design firms and end users
- Works with A&D firms to develop product specifications for opportunities
- Provides ongoing education to the design community by presenting CEU's
- Works closely with the ONEKnoll team to solve problems and provide accurate info to designers, installers and general contractors when needed
- Works closely with designers in all aspects of an opportunity from concept to finished specification

### **MOI (formerly-Maryland Office Interiors)**

#### **Sales Rep**

**August 2011- April 2013**

Washington, DC

- Responsible for developing new business, client consultation, budget implementation, product specification, design management, delivery and installation
- Continually worked with new and existing clients and providers to generate referrals and maximize networking opportunities to secure sales
- Developed relationships with design firms to increase the visibility of the MOI brand
- Averaged a gross margin on all jobs over 25%
- Member of IFMA
- Fully vetted in the commercial and government bid process
- Presented new product solutions to end users, design firms and contractors

### **VOLUNTEER ACTIVITIES**

Tour of Hope, Fundraiser and Rider 2005- 2007; Break Away from Cancer, Fundraiser and Rider 2005; LiveStrong Foundation, Fundraiser and Rider 2005, 2006

- Raised over \$20k to support foundation

### **AFFILIATIONS AND INTERESTS**

- Cycling: member of Squadra Coppi Cycling Team as a Category 3 racer and a member of the US Cycling Federation
- Supporter of Fulham Football Club, London, England SW6
- Member of NEWH and ULI