

# KYLE LOCHRIE

Sr. Sales Executive

A: 3042 Creekbend CIR, Grapevine, TX

P: 817-908-6556

E: [kyle.lochrie@gmail.com](mailto:kyle.lochrie@gmail.com)

## PROFILE

Highly motivated and accomplished Sr. Sales Executive with 10 years of experience in high-level leadership roles focused on spearheading strategic sales initiatives, overseeing service operations, implementing new processes, developing staff, ensuring performance, and reporting to senior leadership. A proven history of success in building relationships and sales development to maximize revenue. Excellent organization, cross-functional communication, and team building skills paired with the ability to manage multiple projects, teams, and deadlines efficiently.

## EXPERIENCE

Harmony Outdoor Brands, Arcadia, Florida

### **Division Sales Manager (7/2024– Current)**

Responsible for managing \$42M annual sales budget and driving sales growth within Home Depot/Lowe's accounts. Manage a team of 4 Territory managers and 10 merchandisers in the Southern Division. Day-to-day includes managing major accounts, developing strategies for product placement/promotions, ensuring operational excellence, building strong relationships with store leadership, and analyzing market trends to exceed sales targets and customer satisfaction.

#### **Key Accomplishments:**

- Managed \$42M annual sales budget, consistently exceeding targets by 10%.
- Implemented a new performance tracking system, increasing overall team production over 20%.
- Established new baseline sales expectations for Territory Managers, resulting in 90% of employees meeting or exceeding their weekly, Monthly, and Quarterly KPIs.
- Led organizational change initiatives across sales and merchandising departments, improving adaptability and reducing resistance by 30%.

Acuantia, Fort Worth, Texas

### **Sr. Partners Manager (5/2020- 6/24)**

Strategically developed and managed relationships with key external partners (engineers, GCs, suppliers, owners) to drive project success, ensuring alignment, resolving escalations, overseeing project lifecycles (budget, schedule, quality, safety), leading teams, and implementing process improvements for operational excellence and profitability.

#### **Key Accomplishments:**

- Launched a new channel partner program from scratch, resulting in \$5M net-new revenue (booked projects) in first 18 months.

- Successfully launched a new Advanced Treatment Unit product (Biorock), driving adoption of new, highly technical product within the on-site community of engineers, contractors and biologists etc.
- Streamlined sales and project management processes helping company go from less than \$500K to over \$1M in revenue within first 12 months.

Orege, Atlanta, Georgia

**Director of Sales (2018 – 2020)**

Drove revenue by leading sales strategies and cultivating key client relationships in the industrial/municipal water sector, focusing on selling dewatering reactor treatment technology and services, acting as a technical expert, negotiating complex contracts, and working with engineers/operators for project success, while analyzing market trends and hitting sales targets.

**Key Accomplishments:**

- Opened 3 new high value accounts, contributing \$2M increase in annual revenue.
- Consistently exceeded quarterly KPIs by an average of 20% over 2 years.

Darling Ingredients, Inc, Irving, Texas

**Inside Sales Manager & Vendor/Customer Service Manager (2016 – 2018)**

Responsible for leading inside sales team to hit revenue targets by developing strategies, coaching reps, managing pipelines (CRM), analyzing metrics, and collaborating with Marketing, focusing on team leadership, performance tracking (KPIs) and process optimization to drive growth and meet quotas. As Vendor Manager, I oversaw relationships with third-party suppliers, handling everything from selecting vendors and negotiating contracts to monitoring performance and resolving issues, ensuring outsourced services met quality, cost, and strategic goals.

**Key Accomplishments:**

- Launched a new B2B sales program from scratch, generating over \$4M in new revenue within first 12 months.
- Created a new sales training protocol for 7+ new hires, reducing ramp up time by 30%.
- Engineered a CRM-based lead management program, leading conversions by 20%.

iDonate, Dallas, Texas

**Sales Development Manager (2014 – 2016)**

Hired, trained, and coached a team of reps (SDRs) to generate qualified leads, build pipelines, and drive revenue through outbound prospecting (calls, emails, social) and inbound lead follow-up, focusing on strategy, data-driven coaching, CRM management, and close collaboration with Marketing, all to exceed quarterly sales targets for the company's software solutions.

**Key Accomplishments:**

- Trained and mentored 8+ new hires accelerating time-to-productivity by two weeks.
- Spearheaded B2B outbound sales strategies targeting enterprise accounts, resulting in \$3M+ new qualified opportunities and 20% increase in MQL-to-SQL conversion.

United States Marine Corps

**Marine E-4, Cpl (2008 – 2012)**

**Key Accomplishments:**

- Successfully completed two deployments (OIF & OEF) to both Iraq and Afghanistan.
  - Served 4 year contract with Honorable Discharge.
  - Left with a new perspective on the value and purpose of life.
- 

**Purpose-Driven Leadership for Strategy and Innovation - Certificate**

Duke University - 2025

**Bachelor of Science in Business Management**

DeVry University - Irving, TX Campus (2013 - 2015)

**Associates**

Texas Tech University - Lubbock, TX (2002 - 2005)

**High School Diploma**

Carroll High - Southlake, TX (1998 - 2001)

---

**EDUCATION**

**SKILLS**

- Emotional Intelligence
- Critical Thinking
- Leadership
- Communication
- Teamwork
- Organization
- Adaptability
- Attention to Detail
- Responsibility

- Data Analysis
  - Motivation
  - Project Management
  - Administration
  - Business Development
  - People Management
  - Strategic Management
  - Program Development
  - Negotiation
- 

**Promotion**

Acuantia – Promoted within 9 months to Sr. Partners Manager

**Promotion**

Darling Ingredients, Inc. - National Leadership Position - 2016

**Promotion**

iDonate - Top SDR Sales Performer - 2014

**AWARDS**