

Rory Kennedy

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Summary

Branch operations and sales leader with 14+ years at Atlantic Plywood, including experience as Acting General Manager with full P&L, warehouse, and personnel responsibility for a \$21M branch. Brings an additional 18 years as a cabinet maker serving high-end residential and architectural markets, providing deep expertise in panel products, hardware, and coatings distribution.

Data-driven leader skilled in territory management, forecasting, vendor intelligence, and cross-functional operations. Designed and piloted a proprietary sales analytics system that generated measurable daily sales gains. Proven success growing revenue and margin, developing high-performing sales teams, and aligning sales, purchasing, warehouse, and logistics. Seeking a General Manager or Branch Manager role in building-products distribution where hands-on industry expertise, P&L ownership, and systems thinking can accelerate regional performance.

Experience

Atlantic Plywood Corporation (a Parksite company)

Woburn, MA

2012 – 8/2026

Sales Operations Manager 2019- 2026

- Assumed full operational responsibility for Branch 101 — sales, purchasing, warehouse, and logistics for a team of 12–15 — during the General Manager's medical leave (April – August 2026).
- Led a team of 4 Outside Sales Representatives plus purchasing coordination for Branch 101, growing branch revenue from \$15.6M (27% GP) to \$21M (30.1% GP) over 7 years — a 3.7% average annual growth rate, on pace for 12% growth in the current year.
- Built and piloted a proprietary sales analytics, territory management, and vendor intelligence system (Infor CloudSuite Distribution + Birst Analytics + Excel), adopted by all 4 OSRs and the lacquer specialist; freed hours of planning and research time per rep weekly, enabling 4–8 additional sales calls per week and helping drive daily branch sales from roughly \$76K to \$118K since November 2025.
- Hired, trained, and promoted more associates than any other manager in branch history — 12+ hires, 10 still with the company — including developing three sales reps

with no prior industry experience into top performers.

- Designed and led a self-initiated inventory reduction project: eliminated 30+ duplicate SKUs and rebalanced stock across branches and customer-specific pricing agreements, cutting inventory by \$1.5M in under two months while sustaining 98% OTIF in Woburn.
- Pulled truck-booking authority back from third-party logistics (APC) to coordinate directly with the mill, cutting freight costs ~3% while improving delivery scheduling communication between Operations and vendors.
- Delivered a territory rebuild and customer intelligence package (dashboard, workbook, and customer-level proforma/inventory planning) as an executive deliverable requested by the Business Unit GM.
- Designed and standardized a 240-category product classification system, now the branch's standing reference for category-level sales analysis and inventory reporting.
- Designed and deployed a standardized quote request form and redesigned purchasing-intake routing to eliminate chronic sales/purchasing friction, centralizing accountability and cutting delays on incomplete quotes.
- Conceived and executed the branch's customer Demo Day from scratch — sourcing four vendor partners, building the full hospitality and marketing plan, and authoring original event branding — after the event stalled for a second consecutive year under its prior owners.
- Maintained deep product and market expertise across panel goods, hardware, and coatings lines, supporting the team's technical selling and customer retention.

Outside Sales Representative — Jan 2014 – 2019

Atlantic Plywood – South Windsor, CT

- Grew the Eastern CT territory from \$2.7M to \$5M (a 5-year increase of ~15% annually) by executing a detailed territory plan, strengthening communication with support staff, and educating end users across multiple product lines.
- Ranked the territory 5th of 11 companywide, up from 10th — the highest sales and profit level since the territory's inception. Named a 2015 ML Campbell Top Performer, an honor given to top salespeople in the organization.
- Named 2017 Most Improved Salesperson of the Year, Atlantic Plywood.

Lacquer Specialist — May 2012 – Jan 2014

Atlantic Plywood – South Windsor, CT

- Achieved a 13% increase in sales for coatings, equipment, and sundries over 2 years.
- Delivered training, technical support, and finish-system development in the field and through seminars.

Cabinet Maker — Sept 2000 – May 2012

Education

Associate, Business Administration — Middlesex Community College, 2010–2013

Skills & Tools

Infor CloudSuite Distribution (CSD) | Birst Analytics | Salesforce CRM | Mobile Sales Planner (MSP) | Workday (Excel plug-in) | Microsoft Excel (pivot tables, Power Query, moderate VBA) | Microsoft Office Suite | Adobe | AI-assisted analytics tooling (Claude)

Accomplishments

- FranklinCovey Front Line Leaders Program, 2025
- ML Campbell Lacquer Training School, Levels 1, 2 & 3
- Lacquer Specialist Program and PEERS training, ML Campbell
- Distributor Sales Training, Dave Kahle

The Four Pillars of the Sales Profession™, Sales Professional Training

Columbia Forest Products Distribution Training, Ang Schram

- Value Selling, CA Technologies
- Professional Spray Finishing training
- University of Innovative Distribution (UID) — Purdue University Certificate in Innovative Distribution, 2018 32 credits various sales and mangment courses