

PERSONAL INFORMATION

Name: **Ryan Butler** Date: **5/29/2025**
Email: **Ryan@Jelmar.com** Phone: **773.627.7017**
Date of Birth: **01/30/1991**
Years in Industry: **9**
Company: **CLR PRO**
Position: **Sales Manager -East**
Mentor/Sponsor: **Dan Bucci**

VOLUNTEER ACTIVITY

Aon Step Up for Kids Stair Climb | Lurie Children's Hospital of Chicago | 2021 – Present

- Participate in annual 80-floor fundraiser supporting pediatric patients and families. Recruited Jelmar colleagues to expand from individual participation to company-wide initiative.
- Attended event for 5 years and still plan on going.

Walk for ALS | Northeast Ohio ALS Association | 2005 – 2016

- Participated in annual fundraising walks and galas supporting ALS research and patient care.
- David Yates Walk | 2007 – 2010
- Led public speaking and fundraising efforts to increase community awareness and foundation support.

Why it matters: My father's 12-year battle with ALS shaped my commitment to supporting families facing health challenges. Step Up for Kids became my way to build community roots in Chicago with my wife Erin while giving back to children in need.

WORK ACTIVITY

CLR PRO January 2020 – Present Sales Manager, East | Chicago, IL

- Scaled revenue from \$450K to \$3.7M in five years (720%+ growth) through distributor partnerships
- Led 115 sales reps across 30 states in JanSan and industrial markets
- Strengthened relationships with Grainger and signed 5+ national accounts
- Spearheaded expansion of CLR PRO MAX Industrial Degreaser and Descaler across key verticals

Sherwin Williams Company January 2016 – 2020 Territory Manager, Krylon Industrial

- Delivered 8% average sales growth exceeding prior year targets
- Managed 142 regional and 300 national accounts
- Landed major MRO contracts with Norfolk Southern, Graham Packaging, USPS, and Tyson Foods
- Earned mid-year promotion in 2017

Pepsi Beverages Company September 2014 – 2016 Sales District Leader, Washington DC / Northern VA

- Grew sales volume 7% while managing 15 sales representatives
- Acquired 51 renewal contracts and generated 15 new customer development agreements
- Expanded three high-performing sectors: gas, grocery, and government

**See attached resume for complete employment history.*

PERSONAL ACCOMPLISHMENTS

- Earned Presidents Trip at Sherwin Williams three consecutive years for exceeding sales and profit targets, recognized among top performers nationally.
- Recognized as TSM Manager of the Year at Pepsi Beverages Company with 27%+ profit growth, demonstrating consistent execution and bottom-line impact.
- Became a father, which brought clarity to my priorities and deepened my commitment to building a meaningful career and being present for my family.

Ryan J. Butler

Chicago, IL 60647

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EXPERIENCE

CLR PRO

January 2020 – Present

National Sales Manager, Industrial / JanSan | Chicago, IL

- Lead a national sales force of 192 representatives, driving expansion in JanSan and industrial markets across the U.S.
- Scaled sales revenue from \$450,000 to over \$3.7 million in five years, achieving 720%+ growth.
- Recruited and onboarded 8+ industrial rep groups nationwide to strengthen market coverage and accelerate sales penetration.
- Signed 5+ national accounts and secured multiple regional accounts, expanding CLR PRO's footprint across key industries.
- Spearheaded the national expansion of CLR PRO MAX Industrial Degreaser and Descaler, positioning them as go-to solutions in recycling, metro and transportation, oil and gas, and manufacturing.
- Secured a large cleaning contract with the Chicago Housing Authority, establishing CLR PRO as a trusted large-scale cleaning solution.
- Developed and implemented sales forecasting programs, optimizing inventory management and improving supply chain efficiency.
- Strengthened distributor relationships, particularly with Grainger, to increase product visibility, execute targeted sales training, and generate high-value leads in food and beverage, healthcare, and government sectors.
- Designed and executed national training programs for sales reps and distribution partners, improving product knowledge and driving higher customer engagement.
- Actively working to close a national HVAC account to further penetrate industrial maintenance markets.

Sherwin Williams Company

January 2016 – 2020

Krylon Industrial, Territory Manager

- Delivered 8% average sales growth, exceeding prior year performance for two consecutive years.
- Exceeded net profit target by an average of 2% year over year.
- Managed a territory of 142 regional accounts and 300 national accounts.
- Landed major MRO contracts with Norfolk Southern, Graham Packaging, USPS, Tyson Foods, Novelis Aluminum, and Jergens Manufacturing.
- Earned a mid-year territory promotion in 2017, taking on Northeast Ohio.
- Grew national accounts 3% and regional accounts 5% in 2018.
- Developed Krylon Industrial marketing materials adopted as the standard across the national sales team.
- Consistently exceeded company expectations on profit, margin, and bottom line.

Pepsi Beverages Company

September 2014 – 2016

Sales District Leader, Washington DC / Northern VA

- Grew sales volume 7% while managing a team of 15 sales representatives.
- Acquired 51 renewal contracts and generated 15 new customer development agreements.
- Grew brand recognition, marginal contribution, and sales volume through consistent team development and channel support.
- Maintained bottom-line costs below 1.3% to meet company standards.
- Analyzed weekly key account, budget, and void reports to drive performance against sales goals.
- Expanded three high-performing sectors: gas, grocery, and government.

SKILLS

Technology: Microsoft Excel, Word, PowerPoint, Power BI, Salsify, Salesforce, Monday.com

Sales: 10+ years of B2B field and national sales experience

Management: 8+ years managing sales teams and operations

EDUCATION

West Virginia University | Morgantown, WV

Bachelor of Science in Business Administration – Major: Business Management, International Business



To the SSWA Future Leaders Award Selection Committee,

I am pleased to recommend Ryan Butler for consideration for the SSWA Future Leaders Award. As a leader within Jelmar's B2B division, Ryan represents the type of emerging industry professional who combines strong business acumen, customer commitment, leadership potential, and a forward-thinking approach that will continue to positively influence the Facilities Supplies industry for years to come.

Ryan has been with Jelmar for six years and has been an integral contributor to the growth and development of our startup B2B business unit focused on the CLR Pro and CLR Pro Max product lines. Jelmar is a 60-year-old company historically rooted in retail business, and Ryan has played a major role in helping expand and establish our dedicated business-to-business presence within the Industrial and JanSan channels.

From the beginning, Ryan demonstrated a high-energy, can-do mindset and a willingness to take on responsibilities beyond the traditional sales and sales management roles. In a lean and rapidly growing business unit, he became deeply involved not only in sales leadership, but also in sales operations, reporting, analytics, and process improvement initiatives. Ryan embraces technology and continuously looks for ways to improve effectiveness and efficiency, helping our organization better track performance, manage opportunities, and support strategic decision-making.

Today, Ryan manages 11 independent sales agencies across the Industrial and JanSan markets in the East Region while also overseeing 10 corporate distribution accounts along with numerous regional distributor relationships. He has earned the trust and respect of both internal and external stakeholders through his professionalism, responsiveness, and ability to build strong long-term relationships.

One of Ryan's greatest strengths is his commitment to understanding the customer and delivering real value. He has invested significant time learning the technical aspects, applications, and capabilities of the CLR Pro and CLR Pro Max product lines. Ryan works directly with end users across a wide range of vertical markets to understand their operational challenges and provide solutions that are safe, compliant, and cost-effective. His consultative approach helps customers improve processes while strengthening confidence in our products and our company.

Ryan also demonstrates exceptional adaptability and resilience. As our B2B business unit has evolved, he has consistently stepped forward to help solve problems, support teammates, and contribute wherever needed. He leads by example, maintains a positive attitude, and approaches challenges with determination and professionalism.





Beyond his strong performance, Ryan possesses the qualities that define a future industry leader. He is respected by peers, trusted by customers, collaborative with partners, and committed to continuous growth. He understands the importance of relationship-building within distribution and manufacturing channels and represents the future of our industry exceptionally well.

I strongly support Ryan Butler's nomination for the SSWA Future Leaders Award and believe he would be an outstanding representative of both Jelmar-CLR Pro and SSWA. He has already made a meaningful impact in a relatively short period of time, and I am confident his leadership and contributions will continue to grow throughout his career.

Please feel free to contact me if any additional information would be helpful.

Sincerely,

Dan Bucci
Director of Sales – B2B
Jelmar
CLR Pro

