



RALPH MORGAN

Managing Director
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[VCARD](#) | [LINKEDIN](#)

Ralph brings 20+ years of leading sales organizations to outperform market conditions by creating collaborative, responsible teams and equipping them with the strategy, belief, tools, and processes necessary to deliver results. He has created strong alignment with customers and organizations via creative, solution-driven growth plans. He is an energetic, process-focused leader who has led businesses through both challenging and opportunity-rich conditions to deliver outstanding results. He has worked independently and collaboratively to work through market data and intel to identify opportunities, set direction, develop plans, and keep those plans moving.

Ralph has held multiple sales roles with a national building products manufacturer and delivered impact with large national accounts, sales teams, channels, and segments. He led the business turnaround of a medium-sized distributor during a housing downturn to deliver improved profit, customer experience, and performance. He has led large sales teams, with multiple levels of leadership, managing up to \$350 million in sales. He is a people-focused, process leader who has built teams that drive customer alignment and are equipped and enabled to deliver results.

FUNCTION & SPECIALIZATION

- Revenue Optimization Identification
- Sales Process Buildout
- Account Management
- Pipeline Management
- Business Development
- Value Proposition Development
- Sales Team Coaching and Development
- CRM and Performance Management
- Continuous Improvement â€œ Kaizen, MDI, RCCM

EDUCATION, LICENSES & CERTIFICATIONS

- B.S. Business Administration, Marketing Clarion University of Pennsylvania
- Profit Specialist Value Creation & Selling Trainingâ€™Aarthur Performance Group