

JOSEPH V. RAYMOND

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SALES & GROWTH EXECUTIVE | CHANNEL DEVELOPMENT | MARKET EXPANSION

SUMMARY

Executive sales leader with 16+ years of experience leading multi-state HVAC, infrastructure, and mission-critical sales organizations. Expertise in contractor, engineer, architect, OEM, and owner engagement, specification influence, liquid cooling strategy, and large-scale project capture. Proven ability to build high-performing sales teams, expand market share, and drive revenue growth through disciplined execution, strategic planning, and cross-functional leadership.

SIGNATURE WINS

- Scaled Northeast revenue from \$84M to \$170M (102% growth) across a 10-state territory.
 - Secured \$20M+ in HVAC and infrastructure projects including Buffalo Bills Stadium, BNIA Airport, Buffalo Public Schools, and Outer Harbor.
 - Delivered 127% territory growth across multi-state industrial and infrastructure markets.
 - Captured \$15M+ in HVAC, industrial, and electrical infrastructure opportunities across the Northeast and Midwest.
 - Built and led high-performing sales organizations consistently exceeding revenue and growth targets.
 - Positioned liquid cooling and mission-critical thermal management solutions within rapidly growing data center environments.
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PROFESSIONAL EXPERIENCE

Director of Sales

Buffalo Comfort Group | 2022 – Present

- Built and managed strategic sales pipelines, forecasting accuracy, KPI accountability, and customer engagement initiatives supporting long-term revenue growth and operational performance.
- Led commercial growth initiatives across HVAC infrastructure, mechanical systems, building automation, and mission-critical environments throughout North America while collaborating closely with global engineering, product management, and sales leadership teams.

- Drove strategic business development surrounding liquid cooling technologies, high-density cooling applications, BAS integration, hydronics, heat pumps, and energy-efficient solutions across residential, commercial, industrial, and institutional markets.
 - Partnered with contractors, consulting engineers, OEMs, distributors, developers, and ownership groups to position scalable HVAC and infrastructure solutions for enterprise, healthcare, education, and industrial applications.
 - Collaborated with residential and commercial HVAC contractors to increase market penetration, strengthen customer relationships, support project development, and drive regional sales growth initiatives.
 - Drove operational and sales process optimization initiatives for residential and commercial HVAC organizations through AI integration, workflow automation, CRM enhancement, and scalable customer engagement strategies.
 - Mentored sales teams through field engagement, technical guidance, contractor training, and collaborative support with operations, engineering, and marketing teams to improve sales execution and customer satisfaction.
 - Developed and executed sales strategies targeting retrofit, replacement, service, maintenance, and design-build opportunities involving RTUs, BAS, ductless systems, hydronics, filtration, IAQ, and thermal management infrastructure.
 - Consulted on specification influence, project positioning, pricing strategy, and contractor/distributor relationship expansion across domestic and global market sectors.
 - Collaborated cross-functionally with technical stakeholders, operations teams, and project management groups to align execution, customer expectations, and long-term business objectives.
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Director of Sales

Latham Pool Products | Northeast Region | 2020 – 2022

- Directed \$100M+ regional sales organization across ten states with responsibility for revenue, margin, and team performance.
- Scaled revenue from \$84M to \$170M through structured sales execution, pricing strategy, and channel expansion.
- Led recruitment, development, and performance management of high-performing sales teams while implementing KPI dashboards, CRM optimization strategies, and structured sales coaching programs.
- Expanded contractor, distributor, and buying-group relationships to increase market penetration and share.
- Implemented forecasting, SIOP, and Power BI reporting processes to improve performance visibility and operational alignment.

- Collaborated with marketing, operations, finance, and supply chain teams to support aggressive growth objectives.
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Regional HVAC & Electrical Sales Manager

Liberty Electric Products | 2015 – 2020

- Delivered \$5.2M in annual revenue while exceeding quota at 122% of target.
 - Managed complex sales cycles from prospecting and engineering review through quotation, negotiation, close, and project execution.
 - Built a high-conversion pipeline through relationship-driven business development, proactive follow-up, and consistent field engagement.
 - Strengthened regional market presence through contractor training, distributor engagement, and technical product presentations.
 - Secured major infrastructure wins including:
 - o \$7.5M Buffalo Bills Stadium infrared heating & snow-melt systems
 - o \$4.2M Buffalo Public Schools Phase II HVAC modernization
 - o \$3.5M BNIA Airport air curtain project
 - o \$2.8M Outer Harbor snow-melt infrastructure
 - o \$2.5M in product conversions through distribution channels
 - Partnered closely with manufacturers, operations, engineers, and contractors to ensure project execution and long-term customer retention.
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Industrial Sales Manager, Filtration

J&M Industrial | Midwest Region | 2011 – 2015

- Delivered over 127% in territory revenue growth (\$7.5M) across multi-state industrial markets.
 - Managed and developed a network of nine (9) independent sales rep agencies across multiple states throughout the Midwest.
 - Led pricing strategy, annual forecasting, distributor expansion, and contract negotiations.
 - Developed strategic relationships with OEMs, industrial contractors, and manufacturing facilities throughout the Midwest.
 - Expanded filtration and industrial product penetration through consultative sales and technical solution positioning.
 - Identified and captured large-scale industrial retrofit and replacement opportunities across multiple vertical markets.
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MARKETS SERVED

HVAC | Electrical | BAS | Liquid Cooling | Data Center Thermal Management | Mission-Critical Infrastructure | Mechanical Contracting | Distribution Networks | Energy Efficiency | AI

EDUCATION

MBA, Canisius College, Buffalo, NY
B.A., D'Youville College, Buffalo, NY
Graduate Studies, University of Michigan Ross School of Business

PROFESSIONAL ASSOCIATIONS

ASHRAE • ACCA • AHRI • HARDI