

PETER LACHAPELLE

South Windsor, CT | pjlachapelle@gmail.com | (C) (860) 782-0782

PROFESSIONAL SUMMARY

Dynamic sales leader with over 20 years of experience driving revenue growth and operational excellence in diverse industries, including telecommunications, financial services, and portable storage and office solutions. Proven track record in market development, customer relationship management, team building, and operational strategy, with consistent success in exceeding sales goals and enhancing profitability.

KEY SKILLS AND COMPETENCIES

- **Sales Leadership:** Demonstrated ability to achieve consistent YOY sales growth, including a 51% revenue increase in 2022 at WillScot.
- **Market Development:** Expertise in identifying and penetrating new markets, fostering relationships, and enhancing customer satisfaction.
- **Team Management:** Skilled in coaching and developing high-performing teams, reducing employee churn, and creating cultures of excellence.
- **Customer Focus:** Dedicated to delivering exceptional service, as evidenced by consistently high customer satisfaction ratings and repeat business.
- **Strategic Planning:** Adept at managing P&L budgets exceeding \$20 million and implementing strategies for sustainable growth.
- **Operational Excellence:** Strong operational background, including inventory management, safety compliance, and quality assurance.

ACHIEVEMENTS

Sales Growth and Revenue Maximization

- Drove a **51% increase in sales revenue** at WillScot, achieving \$8.2 million in 2022.
- Played a key role in growing sales from **\$17 million to \$23 million** annually at Wireless Zone Verizon Wireless with fewer locations.
- Recognized as **Director of the Year 2017** for leading sales and operational excellence at Victra Verizon Wireless.

Team Building and Leadership

- Developed high-performing teams at WillScot, leading to the Northeast Region achieving top rental unit performance with a **20% increase to plan** in 2022.
- Managed and coached teams of up to 350 employees, fostering workplace satisfaction and reducing turnover.
- Recruited, trained, and developed branch teams at WillScot, resulting in top-performing regional teams.

Customer-Centric Strategies

- Led initiatives to improve customer satisfaction ratings and foster repeat business at WillScot and other organizations.
- Enhanced customer relationships through tailored engagement strategies as a Retail Branch Manager at Santander Bank.

Operational Achievements

- Successfully managed multi-location operations, including acquisitions, new store openings, and lease negotiations.
- Ensured compliance with safety regulations, OSHA standards, and quality controls, creating a **Safety-First Culture** at WillScot receiving 5 years of Safety Excellence Award.

PROFESSIONAL EXPERIENCE

WillScot – Multi Site Branch Manager | 2019–Present

Santander Bank N.A. – Retail Branch Manager | 2018–2019

Victra Verizon Wireless – Regional Sales Director | 2017–2018

Wireless Zone Verizon Wireless – Regional and Operations Leadership | 2010–2017

Strong's AutoCare LLC – General Manager | 2008–2009

American Cellular AT&T Wireless – Vice President and General Manager | 1997–2007

MILITARY SERVICE

United States Army, Unit Level Communications Maintenance (1991–1998)

Honorably Discharged