

# RENEWAL BY ANDERSEN

## GENERAL MANAGER (RbA OF CLEVELAND)

### Job Description →

The General Manager will guide the marketing, sales, installation, and business operations of a large/major sized market operation through the design and implementation of strategies and execution processes to achieve aggressive business growth goals. Success will be dependent on the GM's ability to manage other functional leaders, provide strong leadership, coach others for success, design healthy culture, and foster teamwork in a very fast-paced, high-growth environment.

#### *Responsibilities:*

- Drive growth in a local major market for Renewal product/service offerings leveraging Renewal programs and guidance in ongoing business operations
- Implement strategies to meet agreed upon business goals; manage operations to achieve profit and gross margin objectives
- Build professional sales and operations teams who follow Renewal processes in delivering to customer requirements
- Understand and implement Renewal policies, processes, best practices, and guidelines
- Maintain a dedicated budget for lead generation and new sales growth to build a customer base that supports continued major growth and positive brand recognition
- Work closely with Renewal support personnel in obtaining guidance and feedback for overall improvements
- Track and measure performance in order to provide the reports designated by Renewal
- Assure that commitments to customers are met and achieve a high customer satisfaction rating
- Provide coaching and strategic direction for functional managers across sales, operations, installation, service, etc.
- Actively participate and provide informal leadership within CORO leadership team on development of strategies and programs

### Qualification Requirements →

- College degree preferred but not required
- A minimum of 10 years of senior level business management experience
- Prior sales and/or sales leadership experience preferred
- Construction industry and/or B2C industry experience preferred
- Demonstrated skills in managing a full P&L - metric and data driven
- Ability to demonstrate strong understanding of in-home sales process and homeowner requirements
- Strong analytical and decision-making skills
- Leadership skills in developing others
- Strategic thinking in setting challenging plans, goals, and objectives
- Excellent communication skills
- Ability to solve problems resulting in win/win solutions
- Interpersonal skills in building effective relationships



*This job description is intended to convey the general nature and scope of the position and not to be construed as an exhaustive list of all responsibilities, duties and skills required. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.*

Cultura Solutions is a strategic retained recruiting partner headquartered in Minneapolis, MN. Thank you for considering this opportunity with our premier client, Renewal by Andersen. If you have any questions about RbA, this particular opportunity, or Cultura Solutions, please reach out to Michael Tebon (Principal Delivery Manager) at 952-288-3854 or [mtebon@cultura-solutions.com](mailto:mtebon@cultura-solutions.com)



Cultura Solutions | 4951 West 77th Street, Edina, MN 55435