Mark Treglia

Director / VP of Sales · Home Services Sales Leader · Retired U.S. Navy Senior Chief

I build people to use systems — not systems to build people.

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PROFILE

Sales leader with 20+ years in plumbing and home services, from founding and scaling my own company to leading 11 branches, 9 Branch Managers and 99 technicians across two states. I build needs-based sales processes and coaching cultures that raise conversion and revenue without pressure selling, and I develop managers who coach their own teams. Open to remote, hybrid or on-site roles with regional travel.

70→80%	$45K→$100K	$4.4M→$8.4M	300%+	22%
REGIONAL CONVERSION	WEEKLY BRANCH REVENUE, 5 MOS	ANNUALIZED RUN RATE, 5 MOS	NET INCOME, TURNAROUND	RETENTION LIFT, U.S. NAVY

CORE STRENGTHS

Sales Leadership · Sales Coaching · Sales Process Development · P&L Management · Multi-Unit Management · ServiceTitan · KPIs & Scorecards · Consultative Selling · Leadership Development · Business Turnaround · Revenue Growth · Employee Retention

EXPERIENCE

Regional Director of Sales
May 2026 – Oct 2026

Service Minds · Tampa, FL · 11 branches, 14 territories, 2 states

- Led sales performance for 9 Branch Managers and 99 technicians and plumbing apprentices
- Raised regional conversion from ~70% to 80% with a needs-based sales process and coaching, not pressure closing
- Coached a Branch Manager from ~$45K to nearly $100K in average weekly revenue in 5 months; he now coaches his own team
- Built group training, ride-along and 1:1 coaching programs; turned ServiceTitan conversion, ticket and technician data into weekly coaching plans

Regional General Manager (promoted from General Manager)
Dec 2025 – Apr 2026

Blue Flow All Service Plumbing · Company ceased operations

- Promoted from one branch to two, with full P&L ownership of regional sales and operations
- Built ServiceTitan performance reporting that aligned field operations, branch leadership and executive strategy

General Manager
Jan 2025 – Aug 2025

Hoffman Plumbing · Carson City, NV · $8M+ company, team of 17

- Scaled annualized revenue run rate from $4.4M to $8.4M in five months, working directly with ownership
- Streamlined workflows, raised service standards and built a culture of ownership to sustain hyper-growth

Career Break · Personal Development & Upskilling
May 2023 – Dec 2024

After exiting my company, took deliberate time to reset and refocus; earned a CDL, drove over the road and continued business education.

Founder
Aug 2014 – Apr 2023

Straight Up! Plumbing · Reno & Las Vegas, NV

- Founded and grew to nearly $1M in revenue within 14 months; one of Nevada's fastest-growing independent plumbing contractors
- Built Reno operations to $2.6M by 2018; expanded to Las Vegas in 2019, reaching $1.8M in the first 14 months

Regional Director of Operations
Mar 2012 – Jul 2014

Benjamin Franklin Plumbing · Reno, NV & Sacramento, CA

- Promoted from senior technician to General Manager to Regional Director; launched a second branch with full P&L at both locations
- Improved lead conversion, average ticket and profitability; owned workforce planning, dispatch, budgeting and KPI management

Human Resources Fellow
Oct 2011 – Mar 2012

City of Ashland, OR · Mission Continues Fellowship

Director of Business Operations
Mar 2011 – Sep 2011

VFW Post 1383 · Klamath Falls, OR

- Rescued a post facing foreclosure: restructured debt, renegotiated vendor contracts and launched new revenue streams, growing net income 300%+

Community Director
Aug 2010 – Jan 2011

Clayton Homes / Wimbledon Properties

- Recruited from a competitor; increased home sales by improving resident experience and aligning marketing with sales

Community Manager
Aug 2008 – Aug 2010

YES Communities

- Promoted to run the company's second-largest community; owned P&L, budget, home sales and marketing for a team of five

U.S. NAVY

Senior Chief Petty Officer (Ret.), DCCS (SW/AW)
Jun 1985 – Mar 2007

Final duty station: PERS-3, Navy Personnel Command · Millington, TN

- Led and mentored 129+ enlisted personnel, officers and civilians across staffing, readiness, career development and morale
- Increased retention 22% through career counseling, recognition and development pathways; improved deployment efficiency 15% through process reengineering
- Advised command leadership on strategic manpower planning for regional and global operations

EDUCATION & TRAINING

BBA, Business Administration & Management
University of Phoenix · In progress

Business, Management & Marketing coursework
Southern Oregon University · 2011 – 2013

Sales Leadership: Building a Thriving Coaching Culture
Certification

Commercial Driver's License (CDL)