

John R. Castor
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Summary:

Strategic operations and revenue leader with over 10 years of experience in business operations, sales, customer success and team development. Proven track record scaling programs, improving onboarding and driving revenue through data-driven decision making, P&L management, process improvement and cross-functional collaboration. Experienced leading remote and on-site teams and proficient in remote communication tools (Zoom, Slack, Microsoft Teams). Skilled in aligning people, processes and technology, including CRM automation, AI/ML tools and data analytics to deliver results. Eager to apply my systems thinking, grit and servant leadership to a mission-driven organization seeking growth and operational excellence.

EXPERIENCE:

Facilities Account Executive

Staples Business / Orlando, FL | March 2025 – Current

- Managed a GPO (Group Purchasing Organization) book of business with an \$8M annual quota, owning retention, expansion, and new Facility Solutions revenue across complex commercial accounts
- Drove growth in Janitorial & Sanitation (Jan/San) and Breakroom categories, increasing customer share of wallet through consultative, needs-based selling
- Developed and executed account strategies using CRM and digital sales enablement tools to manage pipeline, forecast performance, and deliver data-driven results tied to KPIs
- Partnered cross-functionally with pricing, category specialists, and internal teams to shape competitive proposals, quotes, and RFPs, delivering customer-aligned solutions

Account Manager

Orlando Magic / Orlando, FL | August 2023 – January 2025

- Leveraged CRM systems and data insights to manage and grow relationships with business clients and fans
- Streamlined CRM workflows and automated outreach pipelines, contributing to \$300K+ in pre-sales for the 2024–25 season
- Analyzed customer behavior and sales data to identify opportunities for season tickets, suites, and group packages
- Delivered customer-focused solutions by aligning client needs with product offerings and experiences

Senior Manager

Verizon / Delafield, WI | October 2020 – March 2023

- Built and maintained Tableau and ThoughtSpot dashboards to monitor sales performance, KPIs, and operational metrics
- Enabled data-driven decision making that contributed to 27% growth in gross sales in 2022
- Increased SMB sales by 45% by developing analytics-driven sales workflows and coaching teams on consultative, insight-led selling
- Led store operations including inventory management, compliance, and performance optimization

Assistant Manager

Verizon / Vero Beach, FL | January 2019 – October 2020

- Trained sales teams on product performance analysis using Tableau and ThoughtSpot-generated reports
- Applied data insights to improve sales execution, contributing to #1 accessory revenue ranking in the district (2019) and South Florida region (2020)
- Mentored team members on performance tracking, reporting, and continuous improvement

Customer Experience Specialist

Verizon / Melbourne, FL | June 2014 – January 2019

- Led in-store training sessions on iOS and Android, teaching customers how to navigate devices confidently and securely
- Provided full-service setup and data migration, ensuring seamless transitions and high customer satisfaction
- Diagnosed and resolved hardware/software issues and delivered high touch support, consistently exceeding performance metric

Education

Waldorf University / Forest City, IA

Bachelor of Business Administration / Honors Graduate 3.6 GPA | April 2023

Certifications

Google Data Analytics Professional Certificate – Data cleaning, SQL, spreadsheets, visualization (Tableau, Power BI), business decision making

Google AI Essentials Certificate – AI fundamentals, use cases, prompt engineering, responsible AI practices

Skills

AI & Automation

- Custom GPT Agents
- LLM Platforms (OpenAI, Claude, Gemini)
- AI Workflow Design
- Automation Tools (Zapier, n8n, Make)

Analytics & Data

- SQL
- Data Visualization (Tableau, Power BI, ThoughtSpot)
- Spreadsheets & Reporting

Sales & Account Strategy

- GPO & Enterprise Account Management
- Consultative Selling
- Pipeline & Forecasting
- Renewal & Expansion Strategy