

John White

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ACCOUNT LEADERSHIP | CUSTOMER SUCCESS | BUSINESS OPERATIONS

PROFESSIONAL SUMMARY

Commercially grounded account leader and business operator with 6+ years of B2B sales and operations experience. Managed an \$8M+ account portfolio and a \$20M+ multi-state territory with P&L responsibility, then built a recurring service business to a \$300K+ annualized recurring revenue run rate. Combines consultative relationship leadership, operating judgment, team development, CRM discipline, and hands-on systems implementation. MBA and Delta Mu Delta honoree.

CORE CAPABILITIES

Strategic Account Management | Executive Relationships | Consultative Discovery | Customer Lifecycle | Retention and Risk | Implementation | Revenue Operations | P&L Ownership | Team Development | CRM and Pipeline Discipline | Workflow Automation | AI-Enabled Operations

PROFESSIONAL EXPERIENCE

White Fox Cleaning Services | Founder / Owner

October 2023 - Present
Hickory, NC

- Built a recurring service company to a \$300K+ annualized recurring revenue run rate while owning customer acquisition, service operations, commercial decisions, and operating-system design.
- Designed the customer lifecycle across lead intake, sales handoff, scheduling, communication, service delivery, issue resolution, invoicing, reporting, and retention.
- Recruited and developed managers and a coordinator, supported by operating procedures, training, role expectations, and performance workflows for manager-led day-to-day service delivery.
- Implemented GoHighLevel, Zoho FSM, Zoho CRM, Zoho Books, Make.com, Supabase, PostgreSQL, API integrations, and Cloudflare Workers to connect customer commitments with internal execution.
- Designed practical AI-enabled workflows for sales guidance, communication drafting, operational review, and owner-facing summaries while keeping exact calculations and consequential actions deterministic or human-approved.

HSM Solutions | Account Manager

April 2022 - January 2026
Hickory, NC

- Managed an \$8M+ B2B account portfolio with responsibility for relationship health, revenue performance, opportunity development, and account planning.
- Built trusted relationships with executives and other key decision-makers through consultative discovery, responsive problem-solving, and disciplined follow-through.
- Expanded existing relationships through wallet-share development and identified new-business opportunities through structured prospecting and solution alignment.
- Used CRM and pipeline discipline to track commitments, maintain account visibility, and surface growth opportunities and at-risk relationships.

PROFESSIONAL EXPERIENCE, CONTINUED

Sheds Direct, Inc. | District Sales Manager - Ohio/Indiana

June 2020 - April 2022
Granite Falls, NC

- Managed a \$20M+ multi-state sales territory with P&L responsibility and broad authority over regional sales execution.
- Recruited, interviewed, onboarded, trained, and performance-managed a regional sales team.
- Balanced commercial priorities, customer needs, team performance, and operating constraints across a distributed territory.

Sheds Direct, Inc. - LuxGuard | Division Manager

September 2019 - June 2020
Granite Falls, NC

- Launched a new product division from concept and generated \$200K+ in first-year revenue.
- Developed the business plan, market analysis, competitive positioning, break-even model, vendor relationships, and go-to-market structure.

SELECTED SYSTEMS WORK

Customer lifecycle and implementation: Connected customer discovery, sales commitments, service setup, scheduling, communication, billing, and operating follow-through.

Auditable operational work: Designed durable task and exception workflows with ownership, duplicate prevention, lifecycle state, completion evidence, and recorded transitions.

Responsible AI boundaries: Used AI for guidance, drafting, review, and summaries while exact calculations, source records, and consequential actions remain deterministic or human-controlled.

Job Search OS: Built a private workflow for opportunity discovery, deterministic fit scoring, evidence-grounded material preparation, pipeline tracking, email integration, and owner-assisted browser work.

Sales-to-service handoff: Kept customer, service-location, scope, pricing, walkthrough, and readiness context together so operating teams can review sales commitments before service setup.

Manager-led operations: Connected managers and a coordinator with clear roles, operating procedures, training, customer workflows, and performance visibility for day-to-day service delivery.

EDUCATION

Master of Business Administration

Lenoir-Rhyne University, Charles M. Snipes School of Business
Delta Mu Delta Honor Society, top 20% of class

Bachelor's in Business Management

Lenoir-Rhyne University | 2014

BUSINESS SYSTEMS

GoHighLevel | Zoho CRM, FSM, and Books | Make.com | Zapier | Supabase | PostgreSQL | API Integrations | Cloudflare Workers | OpenAI | Anthropic | Meta Ads | Google Ads