

BRUCE R. FRANSE

COMMERCIAL EXECUTIVE

Building Stronger Organizations Through Leadership, Systems & Execution

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EXECUTIVE SUMMARY

Commercial executive with a record of improving business performance by building stronger leaders, disciplined operating rhythms, and scalable commercial organizations. Advanced from frontline operations by repeatedly improving financial performance, developing leadership teams, and creating systems that produced more predictable commercial results. Experience includes full P&L ownership, executive budgeting, forecasting, multi-site leadership, organizational development, and strategic business growth.

SELECTED EXECUTIVE IMPACT

- Led an \$18M multi-site business unit representing 60% of California Family Fitness's Fitness business.
- Advanced annual operating budgets through executive review, CEO approval, and Board presentation.
- Increased Canadian regional performance 17% and Pacific Northwest performance 12%.
- Expanded monthly gross profit from \$25K to \$45K within a \$40M industrial territory.
- Rebuilt a Bay Area territory from \$30K annually to more than \$1.2M in its first full year.
- Built and developed organizations ranging from 14-person field sales teams to business units of 90+ employees.

PROFESSIONAL EXPERIENCE

MID VALLEY IT

Senior Business Development Executive

Jan 2026 - Present

Recruited to strengthen the company's commercial foundation while expanding new business.

- Strengthened commercial strategy by partnering with ownership on forecasting discipline, pipeline visibility, territory alignment, and scalable sales processes while driving new business growth.
- Guided stakeholders on technology investments that improved operational resilience and supported long-term business objectives.

VISION ENGINEERING

Regional Sales Manager

May 2023 - Dec 2025

Selected to rebuild commercial performance across the Western United States and Canada.

- Directed a \$6M region spanning seven Western states and Canada, leading seven Regional Sales Executives, four Manufacturer Representatives, and an established distributor network.
- Delivered 17% growth in Canada and 12% growth across the Pacific Northwest by strengthening commercial execution, leadership coaching, and regional planning.
- Reestablished an underperforming region following an extended vacancy through disciplined forecasting, territory strategy, and leadership development.
- Elevated Regional Sales Executive performance through discovery, opportunity management, forecasting, and long-term account planning.

COGENT SOLUTIONS & SUPPLIES

Sales and Consulting Rep

Apr 2020 - Apr 2023

Directed profitable growth across a strategic industrial territory.

- Managed a \$40M industrial territory serving manufacturing, food processing, agriculture, healthcare, municipal, and education markets.
- Expanded monthly gross profit from \$25K to \$45K through disciplined territory strategy, consultative selling, and deeper customer penetration.
- Strengthened strategic partnerships with organizations including Lundberg Family Farms, Graphic Packaging, and Mariani Nut.

CALIFORNIA FAMILY FITNESS
District Manager - South*Jan 2014 - Mar 2020**Promoted through three leadership roles before assuming responsibility for the company's largest Fitness business unit.*

- Led an \$18M business unit representing 60% of company Fitness revenue across eight locations, including \$6M in annual Personal Training revenue.
- Improved financial performance through full P&L ownership spanning budgeting, forecasting, payroll, staffing, operational execution, and leadership development.
- Secured executive and Board support for annual operating budgets through disciplined planning and financial justification.
- Transformed district forecasting into a forward-looking operating discipline centered on next-month pipeline development rather than month-end reporting.
- Developed an organization of 90+ employees through eight Fitness Managers, twelve Assistant Fitness Managers, and approximately seventy Personal Trainers.
- Maximized every Fitness revenue stream outside Group X through disciplined management of Personal Training, supplements, BodyFit, trainer-led small group programs, productivity, utilization, and staffing.
- Aligned financial planning, operating cadence, and leadership expectations through weekly executive reviews, quarterly business reviews, and semiannual leadership planning.

CALIFORNIA PRIME
Area Sales Manager*Jul 2010 - Jan 2014**Led a high-volume direct sales organization across Northern California.*

- Built a higher-performing field organization through recruiting, coaching, accountability, and territory execution.
- Led fourteen Outside Sales Representatives across multiple markets.

SUREWEST COMMUNICATIONS
District Sales Manager*Jun 2009 - Jul 2010**Built and scaled the company's outbound Residential and Commercial sales organization.*

- Expanded the sales organization from three representatives to approximately forty sales professionals operating through four Sales Managers.
- Contributed to monthly revenue growth from approximately \$30K to more than \$1M by scaling the organization and strengthening execution.
- Partnered with executive leadership on budgeting, forecasting, recruiting, organizational planning, and commercial strategy.

MASTERTILE
Senior Territory Manager*Sep 2003 - Apr 2009**Promoted through five progressively larger leadership roles before being selected to rebuild the Bay Area business.*

- Restored distributor confidence and commercial relationships following multiple branch closures.
- Expanded annual territory revenue from approximately \$30K to \$500K within six months and to more than \$1.2M during the first full year.
- Scaled the territory to support three additional Territory Managers.

EDUCATION

Bryan University | Bachelor of Science, Exercise Science & Professional Training | Accelerated Program | GPA 3.76