

GAY RENELL ELLIOTT

EXECUTIVE BIOGRAPHY

Belton, TX | (254) 500-8074 | gay.elliott@gmail.com

Senior Sales Executive | Strategic Business Development | Healthcare, Education & Architectural Markets

Gay Renell Elliott is a senior sales and business-development leader with more than 20 years of experience driving revenue growth, developing strategic markets, and building long-term customer partnerships across architectural products, commercial flooring, healthcare, education, commercial construction, builder, and multifamily sectors. Elliott combines consultative sales leadership with a strong foundation in interior architecture and specification development to connect customer needs with practical business solutions.

In the current role as Architectural Segment Manager at Formulated Materials, Elliott provides strategic sales leadership across North America, working with architects, designers, contractors, developers, healthcare organizations, educational institutions, and commercial construction professionals. The focus includes expanding market share, increasing product specifications, strengthening customer relationships, and advancing market-development initiatives.

Previously, as Territory Manager with C&C Wholesale Distributors, Elliott expanded commercial flooring relationships and business opportunities throughout Texas. At Nora Systems, Elliott led healthcare market development across a broad multi-state region and mentored 17–20 account executives. Elliott advanced from Account Executive to regional leadership within six months, reflecting a record of performance and leadership.

Earlier at Forbo Flooring Systems, Elliott built a high-performing territory and grew revenue from approximately \$250,000 to more than \$6 million. The role combined account management, specification development, technical presentations, and project coordination across healthcare, education, commercial, and institutional markets. Elliott also served as a paid consultant and national presenter for the Carpet & Rug Institute and IIDA on educational facility design and specifications.

Elliott's leadership strengths include national and regional sales strategy, go-to-market planning, strategic account management, executive relationship development, team coaching, contract negotiation, sales forecasting, and market expansion. This experience is supported by a Bachelor of Arts in Interior Architecture from Bowling Green State University.

Selected Career Highlights

- Grew a sales territory from approximately \$250,000 to more than \$6 million at Forbo Flooring Systems.
- Led and mentored 17–20 Account Executives during healthcare market development at Nora Systems.

- Advanced from Account Executive to regional leadership within six months at Nora Systems.
- Led architectural specification and market-development initiatives across North America.
- Recognized through awards and industry contributions, including a Starnet Design Award, an Annual Sales Award from Forbo Flooring Systems, and national spokesperson work with the Carpet & Rug Institute/IIDA.

Education

Bachelor of Arts, Interior Architecture

Bowling Green State University | Bowling Green, Ohio