

Application to Serve

Committee Choice

Which Boards would you like to apply for?

Parks and Recreation Advisory Committee: Submitted

Qualifications required for the MPO SUP Advisory Committee Position.

Profile

Iris	R	Aloia
First Name	Middle Initial	Last Name
2010 Wild Lime DR		
Street Address	Suite or Apt	
Sanibel	FL	33957
City	State	Postal Code
Mobile: (425) 877-6063	Business: (239) 472-5187	
Primary Phone	Alternate Phone	
iraloa@icloud.com		
Email Address		

NUMBER OF MONTHS RESIDING ON SANIBEL ANNUALLY

12

Year Round Resident

☒ Yes ☐ No

Michael Saunders & Company	Real Estate Agent
Employer	Occupation

BACKGROUND: (EDUCATION & EXPERIENCE)

Required Information

I bring a strong background in the building industry, having served as a Territory Sales Manager for major manufacturers across the Western United States and from British Columbia to Manitoba, Canada. My role involved strategic sales, client relations, and in-depth knowledge of construction materials and industry trends. I also hold the Certified Green Professional (CGP) designation, reflecting my commitment to sustainable building practices and energy efficient design. I studied Business at the University of Alaska Fairbanks, which provided a solid foundation for my professional career.

[Iris_Res_2025.pdf](#)

Upload a Resume

COMMUNITY INVOLVEMENT

Required Information

I'm actively engaged in community service and local leadership. I currently represent the City of Sanibel on the MPO-CAC, attending monthly meetings in Cape Coral to advocate for regional transportation priorities. In 2025, I was elected to the HOA Board for the Sanibel Bayous Community and also elected President of the 1149 Periwinkle Commercial Condo Association. Additionally, I volunteer with SCCF, supporting environmental stewardship and conservation efforts on the island.

WHY ARE YOU INTERESTED IN THIS APPOINTMENT?

Required Information

As a current member of the MPO-CAC, I've seen firsthand how impactful a local representative can be. When concerns were raised about the new speed meridians on San Carlos Blvd., I suggested during a meeting that they be marked with reflective yellow paint to improve nighttime visibility—an inexpensive yet effective solution. I was thrilled to see that this recommendation was implemented. That experience reinforced my belief in the power of community involvement, and I'd be excited to bring that same energy and commitment to the City of Sanibel's Parks and Recreation Committee. I'm passionate about helping make our island welcoming and enjoyable for everyone.

MPO Application to submit for your respective Advisory Committee

Please be certain you have completed the "Background: (Education & Experience)", "Community Involvement", and "Why Are You Interested In This Appointment?" text box fields before submitting your application. Thank you.

Please Enter In Today's Date

August 15th 2025

Name of Applicant

Iris R Aloia

Iris R. Aloia
2010 Wild Lime Dr. Sanibel, FL 33957
Iraloia@icloud.com

Sales Management

Consistent record of achievement driving significant revenue, market share and year-over-year profit for leading companies in the highly competitive building industry. Strategic thinker adept at cultivating and managing regional and international account relationships.

Professional Experience

- New business development
- Contract negotiations and closing strategies
- Consultation and solution sales
- Program development
- Forging strong business relationships
- Strong mentor and coach
- Deep technical product knowledge

VIP Realty Sanibel & Captiva, SANIBEL, FL
Real Estate Sales Agent

2024-Present

Saint-Gobain North America, MALVERN, PA
Territory Sales Manager

2015-2021

Established and increased territory sales for CertainTeed exterior products group representing siding and roofing in the states of: WA, OR, ID, MT, WY, NV, UT, NM, AZ, CA, AK & HI. Promoted products to distributors, builders, architects and general contractors increasing sales and distribution channels within the territory.

- Developed new distribution channels throughout the territory with key new distributor locations in AK, HI and CA resulting in an 80% increase in sales.
- Increased architectural specifications for several new commercial developments, resulting in an increase in sales of over 60% within the first two years.
- Increased customer loyalty and retention by over 40% within first year. Resulting in a sales increase of over two million.
- Conducted quarterly distributor reviews to develop updated sales targets. Involved in establishing target goals, evaluating monthly reports and partnering with distributor representatives.
- Represented CertainTeed in annual national trade shows and in several local trade shows becoming the product expert.
- Developed educational training programs for contractors on the proper installation techniques, created AIA CE accredited courses for architects and created training programs for distributors to help them in their sales and training for their employees.

Aristech Acrylics LLC, FLORENCE KY
Regional Sales Manager

2011-2015

Manage territory development throughout the Northwest region. Develop sales initiatives with a focus on growing new, existing business, and increasing product awareness among Distributors, A&D and Fabricator community in the states of, WA, OR, AK, ID, MT, WY and BC, AB, SK, MB Canada.

- Instrumental in the turnaround of an under-performing territory. Developed a new regional strategy and built strong trust relationships among clients resulting in an overall sales gain of 50% in the first year.
- Pioneered the first sub-distributor market program in the state of Alaska producing a 42% sales gain year over year to date.
- Key contributor of Microsoft Dynamics CRM system. Compile data for analysis and identification of strategic opportunities, project tracking and sales and revenue forecasts.
- Conduct quarterly distributor reviews and contribute to the overall sales targets. Involved in establishing target goals, evaluating monthly reports and partnering with distributor representatives.
- Grew the architectural business through targeted sales initiatives designed to boost product specifications and increase product awareness among architects, design firms, fabricators and millwork companies.

Vetrazzo LLC, RICHMOND CA
Regional Sales Manager

2009-2010

Directed professional energy toward a more sustainable planet by passionately promoting and representing products and programs through distributors and dealers in the states of, WA, OR, ID, MT, AK and western Canadian Provinces.

- Developed territory business plans and managed territory through resale channels
- maximizing product placement and profit by creating “pull-through” demand, with distributor customers to close related sales.
- Negotiated contract agreements with new distributors resulting in the region meeting sales targets.
- Trained and supported distributors, fabricators, architectural and designs communities to establish an effective sales network.

Georgia-Pacific Gypsum, ATLANTA GA
Field Sales Manager

2005-2009

Delivered significant sales contributions by preparing product promotions, presentations, training and sales programs with distributors and dealers in the states of, WA, OR, AK, ID, and MT.

- Recognized for developing over 30 new distributor partners by identifying, qualifying, and developing sales promotions and educational meetings, lunch and learns with architects, contractors, and distributor personnel resulting in an overall sales increase of 50% within first year.
- Actively specified, targeted, and tracked projects from planning through bidding phases to maximize closing ratio, provided detail technical support of wall and floor construction utilizing knowledge of building codes to contractors, architects, and owners resulting in trust and increased sales for paperless drywall.

Kraus Carpet Mills, SEATTLE WA
Commercial Specifications Representative

1997-2005

Recruited to recapture the Washington State and Northern Oregon territories to build commercial carpet specifications and increase sales to the A&D community, builders, dealers, and educational and healthcare facilities.

- Facilitated new and existing product specifications on future projects in conjunction with projects in various stages of progress. Effectively interfaced with supplier teams throughout the design and procurement stages of commercial, hospitality and residential construction projects.
- Drove product specifications to architects and sold the technology and advantages over competitor products, resulting in \$1,500,000 increase in specifications the first year.
- Designed a new sales training program for the retail and commercial dealer personnel to increase product knowledge and specifications, resulting in an 25% increase in commercial and residential product sales.

Additional Experience
Aloia LLC, SANIBEL FL
Managing Partner

2008-Present

Real Estate Investment and property management.

- Experience in annual residential, commercial property rentals and luxury vacation rentals in SW FL.
- Successfully remodeled and repaired residential properties, resulting in rapid sales and significant returns—one sold for \$400K above asking price, another for \$50K above appraisal. Both properties sold within days, avoiding prolonged time on the market.

Education & Training

- Business Management -University of Alaska, Fairbanks, AK
- Minor in Archaeology and German
- Washington State Real Estate License 2004
- Certified Green Professional – NAHB 2009
- Florida Real Estate License 2023