

MORGAN CHARLES LOCASTE

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Market Development • Channel Strategy • B2B Sales Leadership • Industrial & Energy Markets

EXECUTIVE PROFILE

Results-driven sales leader with 25+ years building revenue across industrial, energy, telecom, and technology markets. Named Salesman of the Year 2024 while generating \$25M+ in annual revenue selling engineered piping solutions to Shell, Phillips 66, Cheniere, KBR, and other major industrial operators. Equally experienced building channel programs, training sales teams, and developing new market territories from the ground up. Proficient in AI tools, Salesforce, and data analytics — leveraging modern technology to outpace competition. Known as a sharp listener who builds trust, uncovers real needs, and delivers measurable outcomes.

CORE COMPETENCIES

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|---------------------------------|-----------------------------|--------------------------------------|
| Industrial & EPC Sales (\$25M+) | Channel Program Development | Territory Management (400+ Accounts) |
| Contract Negotiation | Team Training & Coaching | CRM / Salesforce |
| AI Tools & Market Analytics | B2B & Indirect Sales | New Market Penetration |

CAREER HIGHLIGHTS

- ▶ Salesman of the Year 2024 — Piping Technology & Products; generated \$25M+ in annual revenue
- ▶ Delivered engineered piping solutions to Shell, Phillips 66, Cheniere, KBR, Wood plc, and Worley
- ▶ Generated \$5.8M in new/renewed Comcast revenue (2009); closed 104 accounts at 85% closing ratio
- ▶ Led the nation in new MDU subscribers at Dish Network across multi-family and HOA properties
- ▶ Elevated Canon territory from bottom-tier to Top 4 nationally out of all U.S. market managers
- ▶ Reduced customer attrition 45% at Capital Communications through process redesign and team retraining
- ▶ Founded Datawaves Technology — built multi-city telecom network with \$1M+ in Year 1 revenue

PROFESSIONAL EXPERIENCE

Senior Account Manager | Piping Technology & Products — Houston, TX *Dec 2022 – Present*

- ▶ Drive \$25M+ in annual sales across Southeast Texas, Louisiana, and Northeast markets — named Salesman of the Year 2024
- ▶ Serve EPC firms, contractors, distributors, and industrial operators including Shell, Phillips 66, Cheniere, KBR, Wood plc, and Worley
- ▶ Expand contractor partnerships with Performance Contractors, Excel, Linde, Babcock Power, Riley Power, and TEiC Construction
- ▶ Sell complex engineered product line — pipe supports, bellows, pipe shields, sway braces, variable spring supports, snubbers, and custom components
- ▶ Serve refinery, LNG, Carbon Capture, Power Generation, SMR, battery, Food Processing, Paper & Packaging, Healthcare, Industrial Goods & Services, Mining & Metals, Municipal & Semiconductors, Natural Gas, Oil & Gas, Power, Utilities, Renewable Energy and industrial manufacturing markets

Market Development Manager — Motorola | BDS Solutions *Mar 2021 – Dec 2022*

- ▶ Managed 400+ retail locations across Southeast Texas (AT&T, T-Mobile, Verizon, Boost, Cricket, Metro PCS)
- ▶ Designed selling competitions, product launch events, and carrier summits to build brand momentum
- ▶ Trained store managers and associates on Motorola positioning, competitive differentiation, and franchise compliance

Market Development Manager — Canon | BDS Solutions *Apr 2017 – Jan 2021*

- ▶ Elevated under performing market to Top 4 nationally through structured coaching and competitive positioning
- ▶ Trained retail personnel at Best Buy, Office Depot, Staples, and Fry's on full Canon product portfolio

- ▶ Led product evangelism at regional events, demonstrating cameras, printers, and smart applications

Team Lead / Supervisor — Impact Retail | Acosta & Mosaic *Sep 2015 – Mar 2017*

- ▶ Trained new hires for the KeHe merchandising program; developed best practices guide adopted company-wide
- ▶ Audited merchandiser performance and delivered measurable coaching standards across retail locations

Director of Sales & Marketing | Capital Communications (Dish Network PCO) *Jan 2014 – Sep 2015*

- ▶ Negotiated partnership that created new reseller entity with combined cable internet capability
- ▶ Replaced legacy billing system with cloud solution saving \$60,000 annually (90% cost reduction)
- ▶ Rebuilt subscriber acquisition strategy, growing subscriber rate 45% while reducing attrition

Territory Accounts Rep / Area Sales Manager | Dish Network Services *Sep 2011 – Nov 2013*

- ▶ Led nation in new MDU subscribers per property; negotiated Bulk and Right of Entry multi-year contracts

MDU Account Executive | Comcast *Dec 2007 – Feb 2010*

- ▶ Generated \$5.8M in 2009 revenue across multi-family, HOA, and hospitality sectors
- ▶ Closed 104 new accounts (72% of revenue growth); maintained 90% retention and 85% closing ratio

President / Founder | Datawaves Technology, LLC *Jan 2006 – Dec 2007*

- ▶ Built national channel program with telecom agents and resellers; exceeded \$1M in Year 1 sales

Channel Manager | Broadwing Communications *Feb 2005 – Dec 2005*

- ▶ Recruited and onboarded telecom agents to expand distribution of Broadwing's voice and data portfolio across target markets
- ▶ Delivered technical and sales training across full product suite — VOIP, MPLS, PRI, Frame Relay, and ATM — equipping agents to position emerging technologies against entrenched competitors
- ▶ Coached agents on consultative selling strategies, objection handling, and operational procedures to accelerate ramp-to-revenue

Channel Manager / Major Account Executive | SBC (Now AT&T) *Mar 1995 – Jan 2005*

- ▶ Managed and grew a channel of Authorized Sales Representatives (ASRs) selling the full SBC service portfolio across the Houston market
- ▶ Recruited, trained, and motivated ASRs on product offerings, compensation structures, marketing events, and order implementation — driving consistent channel revenue growth
- ▶ Led cold call and strategic partnership campaigns for a new wireless initiative, building Southwestern Bell's presence as both a community leader and enterprise wireless provider
- ▶ Developed community-focused marketing strategy aligning SBC with Houston-area human services agencies to expand brand equity and grow the customer base

EDUCATION & CREDENTIALS

B.S. Psychology — University of Houston, 1993

Salesforce Administrator • Tableau • CCNA Training • Acclivus Sales Training • Toastmasters

U.S. Army Veteran — Specialist E-4, Fort Hood, TX