

Barry Taheri

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PROFESSIONAL EXPERIENCE

California Consultants

Long Beach, CA

2010-Present

- Investigate and make recommendations to architects, developers, contractors, and home owners to develop, or improve waterproofing installations for apartment complexes, hotels, condominiums, commercial and retail construction, and residential construction and remediation
- Established a joint venture with Terra-Petra, an environmental consultancy, in 2017.
- Designated industry expert for the California State Contractors Licensing Board.
- Extensive experience in forensics, weatherization, and field testing.
- Building Envelope Member of the Los Angeles chapter of the BEC.
- DuPont Envelope certification (DWSRC 1082).
- California Contractor's License (B 904491).
- Certified water testing with calibrated equipment.
- Experienced with thermographic imaging.
- Technical writer for Code Programs (lessons from previous building cycles)
- Forensic investigations.
- Analysis of construction defects, testing and evaluation of cost of repair.
- Litigation case review: contracts, codes, standard of care.
- Expert witness for construction issues
- Exterior envelope failure analysis:
 - Water intrusion at roofing, decks and fenestration
 - Waterproof finishes
 - Drainage plans
 - Framing and finish carpentry
 - Below grade waterproofing
- ASTM & AAMA Fenestration leak analysis with reference to product or installation
- Technical presentations to the Stucco Manufacturer's Association
- Technical advisor and forensic investigator for Terra-Petra
- ASTM Voting Committee Member for Section E06-Performance of Buildings
- Contributed Chapter 8, Water to the text: Material Advantage

Pella Windows and Doors

Brea, CA

2003-2010

VP of Retail Operations and Responsible Managing Officer (RMO)

Created and Installed fulfillment program from beta to National deployment.

Vice President of Operations (Direct report to the President with full P&L responsibility)

Recruited to lead turnaround of new from conception to full implementation in 4 years. Focused on new pricing strategies, building service brand, accelerating product development, driving strategic integrations of selling process to fulfillment, and gaining new business.

- **Installation Sales Results:** Increased sales from \$2M to \$21M and profitability by 18.5% locally. Improve national installed sales from \$21M to \$130M and Distributor sales from \$2M to \$260M.
- **Product Development:** Engendering team leader in product and installation process
- **Pricing Strategy:** Lowering Installation cost of quality to less than 1% while increasing employee retention to 88% while sustaining double digit growth.
- **New Business:** : Led campaigns that earned placement of multiple new distributions for installed sales such as at Home Depot, Lowes and Costco.

Taheri Builders Inc./Window Concepts Inc.

West Chester PA

1989-2003

- Recruited, trained and managed skilled carpenters and sales reps
- Developed highly efficient and advanced approaches of installation
- Established daily quotas
- Certified by Pella, Marvin, Kolbe & Kolbe and Hurd dealers.
- Highest volume of products installed in the Tri-State area

Owner-Builder and General Contracting Firm (Build Company from ground up to gross sales of 5M)
Recruited, trained and managed sales-skilled carpenters. Sold both companies in 2003 and are both operating today.

- **Fast Track Results:** Built self-sustainable company from ground up to 5 million.
- **Brand/Product Strategy:** Quality service excellence, consistently exceeding expectations.
- **Customer Focus:** Recognized by major manufacturer. Executed formal forecasting process that reduced customer lead time from 15 to 8 days.
- **Marketing Strategy:** Implemented training and changed bonus plan to more effectively align pay with performance.

EDUCATION & PROFESSIONAL DEVELOPMENT

Great Valley High School, Frasier, Pennsylvania-Graduated 1986

Temple University (1987)

USC School of Architecture and Engineering (2017)

USC School of Architecture Waterproofing Consultant

“Solving Mold” Training Certificate

“Solving Moisture” Training Certificate

State of California:

Weatherization Training Certificate

Combustible Appliance Safety Certificate

Shell and sealing certification (enveloper/enclosure/HVAC)

Blower Door Testing Certification

EPA Lead Safe Remodeler

Manufacturer Certifications:

Hinkle Corporation

CIM Industries

Tremco

Process Improvement:

- Managing Process Improvement
- Engineering and executing operation parameters
- Engineering and executing Sales Parameters
- Pricing and Contracts and other forms
- Process and Quality audits
- Kaizen Event and Continuous Improvement Team Leader (reducing handoffs by 50%)
- Creator of order verification department
- Redefining scheduling and delivery systems and processes in a retail environment
- Developer of In-house as well as subcontractor installation programs.
- Continuous Training for Project Manager, Order Verifiers, Installers and Sales Reps
- Integrations of paperless office and digital signature systems
- Legal Interface for writing, amending and updating contracts and paperwork.
- Resolving/representing company in Conflicts with state, authority and escalated customers.
- Creating custom operational calculator's for sales and Order Verification Specialists and Installers
- Responsible for budgeting and P & L
- Responsible for increase of Customer Satisfaction Report (CSR) from 30% to over 90% (best in country)
- Implementation of the 360 manger program
- Creating and managing metrics (Daily, monthly, yearly)

Other Achievements

- Engineering Team Leader on New Installation Practices
- Customer Satisfaction Champion
- Business book club champion
- Consultant for TV adds
- Consultant for product development
- Multi Engine Instrument Pilot

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