



Cornerstone Executive Search has been exclusively retained by Foley Industries to conduct their search for a new Regional General Manager - Rental.



REGIONAL GENERAL MANAGER - RENTAL

Foley Industries

Fast Facts

- **Position:** Regional General Manager - Rental
- **Scope:** Regional rental operations and rental sales across assigned locations
- **Leadership:** Direct leadership of Rental Managers; indirect leadership of other rental leaders; close partnership with Rental Sales Managers
- **Key Focus:** Profitable growth, market competitiveness, customer experience, fleet utilization, sales execution, operational consistency, and financial performance
- **Travel:** Weekly local travel within the territory, with some travel outside the territory

The Organization

Foley Industries, Inc.'s rental business is focused on serving customers through disciplined regional rental operations, strong sales execution, effective fleet utilization, and consistent performance across locations. The Regional General Manager - Rental will help align leaders, teams, processes, and priorities around profitable growth, market competitiveness, and a reliable customer experience.

The role works across rental sales and operations and partners with Rental, Sales, Service, Product Support, Finance, HR, and other leaders to solve business issues and support enterprise priorities. Success requires a culture of safety, ownership, continuous improvement, customer focus, employee development, and alignment with Foley's Mission, Values and Purpose.

The Opportunity

This is a senior regional leadership opportunity to shape rental sales and operating performance across assigned locations. The Regional General Manager - Rental will connect strategy with execution - bringing together people, process, customer experience, fleet decisions, sales discipline, and financial performance to support profitable growth and stronger market competitiveness.

The role offers the opportunity to strengthen consistency across the rental business while developing leaders, improving operating practices, expanding market presence, and helping teams deliver a high-quality customer experience. The successful leader will balance strategic direction with practical, hands-on accountability for results.

The Position

The Regional General Manager - Rental leads regional rental operations and rental sales strategy, execution, and performance across assigned locations. This leader is responsible for aligning managers, teams, processes, and priorities so the business can serve customers effectively, utilize fleet assets well, execute sales plans consistently, and compete profitably in current and future markets.

The position directly leads Rental Managers and provides indirect leadership to other rental leaders, setting clear expectations, building capability, recognizing performance, addressing gaps, and driving accountability. Rental Sales Managers report separately and partner closely with this role to align rental sales strategy and execution with regional operating priorities

The Ideal Candidate

The ideal candidate is a commercially minded rental leader who understands how sales activity, customer experience, fleet strategy, operational execution, and financial outcomes fit together. This person can evaluate market conditions and competitor activity, translate insights into practical plans, and lead through managers across multiple locations.

A successful candidate will bring strong coaching and team development skills, sound judgment, a disciplined process mindset, and the ability to balance strategic, operational, and tactical priorities. They will be comfortable challenging current practices, using data and reporting to guide decisions, and building productive relationships with customers, employees, senior leaders, and cross-functional partners.

Key Responsibilities

Regional Rental Strategy & Growth

- Provide overall leadership for regional rental operations and rental sales, ensuring managers, teams, processes, and priorities are aligned to execute strategy, serve customers effectively, and compete profitably.
- Develop and execute regional rental strategies that support revenue growth, market penetration, fleet utilization, operational excellence, customer satisfaction, and long-term business performance.
- Evaluate market conditions, customer needs, competitor activity, sales trends, fleet performance, and operating results to identify opportunities for growth, improvement, innovation, and competitive differentiation.
- Establish and manage revenue forecasts, annual objectives, budgets, capital expenditure requests, expense controls, and key performance priorities for the region.

Sales Leadership & Customer Experience

- Guide rental sales planning, territory coverage, account development, customer engagement, and sales execution to support revenue growth, customer retention, and market share expansion.
- Drive customer satisfaction and loyalty through proactive communication, timely follow-up, and effective resolution of customer needs and concerns.
- Monitor Rental Manager performance across customer engagement, profitability, operational execution, and overall business results, while partnering closely with Rental Sales Managers on territory and opportunity coverage, sales volume, CRM use, account development, and customer retention.

Fleet & Operational Excellence

- Provide input and direction on fleet inventory, utilization, and availability to support profitability, customer demand, and regional priorities.
- Promote a consistent rental operations model and customer experience across locations while encouraging collaboration among sales, coordination, yard, driver, service, and support functions.
- Develop, implement, and improve rental processes, policies, operating standards, governance routines, and communication practices that strengthen execution, accountability, consistency, and operational effectiveness.

People Leadership, Performance & Partnership

- Lead, coach, and develop Rental Managers directly while providing indirect leadership to other rental leaders by setting clear expectations, building capability, recognizing performance, addressing gaps, and driving accountability for results. Partner closely with Rental Sales Managers to align sales execution with regional rental priorities.
- Partner cross-functionally with Rental, Sales, Service, Product Support, Finance, HR, and other leaders to solve business issues, improve performance, and support enterprise priorities.
- Use data, reporting, business insights, and sound judgment to assess performance, identify risks and opportunities, make recommendations, and guide decision-making.
- Manage regional expenses, approvals, and financial performance with sound judgment, prioritization, and alignment to business objectives.
- Champion a culture of safety, ownership, continuous improvement, customer focus, employee development, and alignment with Foley's Mission, Values and Purpose.

Qualifications

Required Experience

- High School Diploma or GED required.
- Minimum of 7 years of progressively responsible sales, rental, operations, or comparable business leadership experience.
- Minimum of 3 years of leadership experience managing managers, multi-location operations, regional sales teams, or comparable business functions.
- Experience with profit and loss responsibility, budgeting, forecasting, expense management, and business performance accountability.
- Ability to drive and maintain a valid driver's license.

Preferred Experience

- Bachelor's degree in business or a related field preferred.
- Experience in heavy equipment rental, heavy equipment sales management, construction equipment, or a comparable industrial business preferred.

Knowledge, Skills & Abilities

- Strong knowledge of rental sales, rental operations, fleet utilization, customer service, financial performance, and multi-location execution.
- Demonstrated ability to lead through managers, set direction, build capability, and drive accountability across teams and locations.
- Strong business acumen with the ability to connect sales activity, operational execution, customer experience, fleet strategy, and financial outcomes.
- Strong understanding of rental sales planning, territory management, account development, CRM discipline, opportunity management, customer retention, and market growth strategies.
- Working knowledge of rental operations, including sales, coordination, yard, driver, fleet, service, customer support, and administrative processes.
- Strong leadership, coaching, relationship-building, communication, presentation, judgment, prioritization, and problem-solving skills.
- Ability to challenge current practices, generate practical ideas, and proactively drive improvement, consistency, and transformation.
- Strong computer skills and ability to use company systems, software, CRM tools, dashboards, and reporting resources.

Key Success Metrics

- Revenue growth, market penetration, market share expansion, and overall rental business performance.
- Fleet utilization, availability, and alignment of inventory to customer demand and profitability.
- Customer satisfaction, loyalty, responsiveness, and effective resolution of customer needs and concerns.
- Profitability, sales volume, expense management, forecast performance, and disciplined financial execution.
- Territory and opportunity coverage, account development, CRM discipline, and customer retention.
- Consistent operating execution, process adoption, collaboration, and customer experience across locations.
- Leadership development, accountability, and performance of Rental Managers; effective indirect leadership of other rental leaders; and strong partnership with Rental Sales Managers.

Additional Expectations

- Perform all responsibilities in accordance with safety guidelines and practices and in support of Foley's Mission, Values and Purpose.
- Handle confidential information with the utmost discretion.
- Travel heavily within the territory, with some travel outside the territory, as business needs require.
- Maintain the ability and availability to drive for business purposes and to operate and demonstrate rental equipment and implements.

Physical Demands & Work Environment

The physical demands described are representative of those that must be met to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The role regularly requires sitting, seeing, speaking, and hearing; frequent use of hands and fingers; occasional reaching; and rare lifting of up to 25 pounds. Frequent close, distance, color, and peripheral vision, depth perception, and the ability to adjust focus are required.

The work environment is typical of an office setting, with a usually moderate noise level. The role may occasionally be exposed to outside weather conditions and different climates while traveling.

About Cornerstone Executive Search

Cornerstone Executive Search is a leading retained executive search firm that helps great companies recruit great people. For more than 40 years, our firm has excelled in serving our client companies with executive talent acquisition, leadership development and career transition services in Kansas City and across the Central Midwest region of the United States. Our firm has successfully completed more than 1,600 retained executive search assignments for C-suite, President, Vice President, Director and Management-level positions. To inquire about how Cornerstone Executive Search can serve your executive talent acquisition needs, please [click here](#) to visit our website.

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