ROY L. REEVES JR.
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Professional Summary

Strategic and results-oriented industrial and commercial sales executive with over two decades of leadership success in manufacturing, financial services, and operations management. Builds and sustains high-value client portfolios, develops scalable sales strategies, and drives organizational growth through operational alignment and continuous improvement. Recognized for transforming underperforming business units and forging long-term partnerships across Tennessee, Georgia, and Alabama.

Certifications & Licenses

- VIITA- Certified Commercial Lines Inspector
- VIITA- Personal Lines Inspector
- Lean Manufacturing Certification | University of Kentucky & University of Minnesota
- Certified Internal Auditor | Georgia Tech University
- ISO 9001 Certification | Led organizational accreditation and full system integration

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Professional Experience

RockPointBank, NA – Chattanooga, TN
Senior Vice President, Commercial Banking Relationship Manager | Mar 2023 – Sep 2025
Challenge: Expand market share and portfolio growth within industrial and commercial sectors.
Action: Built trusted relationships with executives in manufacturing and logistics. Designed tailored financing structures to support enterprise expansion and working capital optimization.
Outcome: Grew and managed a $20M portfolio; closed $7M in new loans and added $9M in deposits. Strengthened client loyalty and cross-sell success across service lines.

SouthEast Bank – Chattanooga, TN
Vice President, Commercial Banking Relationship Manager | Sep 2021 – Feb 2023
Challenge: Grow commercial lending presence in a competitive regional market.

Action: Prospected industrial and service organizations, implemented customized banking solutions, and coordinated business development with cross-functional teams.
Outcome: Managed and grew a $19.5M portfolio; originated $9.5M in approved loans and $20M in new business value.

First Volunteer Insurance Agency, Inc. – Chattanooga, TN
President & CEO (2018–2021) | Agent (2012–2018)
Situation: Revitalize a bank-owned insurance agency during volatile market conditions.
Task: Diversify client portfolio across manufacturing, construction, and nonprofit sectors.
Action: Developed strategic business partnerships, introduced value-driven insurance programs, and led a high-performing sales team.
Result: Expanded clientele from $0.00 to $2.7M in written premiums as an agent and grew net profit for the agency 120%.

Page-Reeves Allstate Insurance Agency – Chattanooga, TN
Owner/Operator | Feb 2008 – Dec 2011
Challenge: Launch and scale a new insurance agency in a competitive market.
Action: Leveraged personal networks and local engagement to build brand trust and retention.
Outcome: Recognized among top-performing Allstate agencies in Tennessee and Kentucky for sales and client satisfaction. Grew the portfolio 20% YOY.

Propex Operating Company (formerly SI Corp/Shaw Industries) – Chattanooga, TN
Business Process Analyst (2004–2007)
Operations, Manufacturing & Facilities Manager / IT Business Analyst (1985–2004)
Situation: Modernize production and business systems amid rapid organizational growth.
Task: Drive Lean, ISO 9001, and SAP ERP implementation across multiple functional units.
Action: Managed multi-million-dollar process improvement initiatives and facility operations.
Result: Led $30M capital expansion; improved throughput, quality, and cost efficiency; and integrated enterprise-wide production and IT systems.

Community & Leadership Engagement

Deeply involved in Chattanooga's business and civic landscape, fostering strong partnerships to promote industrial sales development and regional economic growth.