

Charles Howell

Applications & Inside Sales Leader | Oil & Gas Automation Specialist

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Professional Summary

Dynamic and data-driven Inside Sales & Applications Manager with 9+ years of progressive experience in the oil & gas automation sector. Proven track record in leading high-performing sales teams, optimizing ERP processes (Epicor Prophet 21), and generating \$4M–\$5M+ in monthly revenue. Expert in streamlining workflows, driving automation, and developing scalable sales operations. Adept at cross-functional leadership and client-facing negotiations.

Core Competencies

- Inside Sales Leadership
- Epicor Prophet 21 (P21)
- Process Automation
- Team Development
- Oil & Gas Automation
- BOM & Production Orders
- Client Relationship Management
- Quoting & Margin Strategy
- Vendor Negotiations

Professional Experience

- Black Label Services, Inc. – Applications/Inside Sales Manager
 - October 2022 – Present
 - Lead a team of 6+ inside sales reps, generating over \$4–5M in monthly revenue through optimized sales operations, over 5+ states.
 - Developed automated margin strategies across product groups, improving pricing accuracy and speed.
 - Implemented tariff tracking as a separate invoice line, improving transparency and cost recovery.
 - Streamlined ERP (Epicor P21) quoting workflows, reducing quoting errors.
 - Collaborated with engineering and procurement to execute custom automation solutions.
 - Mentored underperforming staff into high contributors through structured coaching and metrics tracking.
 - Built SOPs and trained teams across 5+ branches on quoting, purchasing, and sales execution.
- Earned Stripes, LLC. – Owner/Operator
 - February 2021 – Present

- Founded and scaled a successful service-based business offering striping, lawn care, and pressure washing.
- Managed all quoting, invoicing, payroll, and marketing functions.
- Read blueprints and implemented work to customer specs while maintaining strict safety standards.

- Winn-Marion Barber – Warehouse Manager / Inside Sales
 - September 2015 – July 2020

- Quoted and sold automation products to industrial clients with technical needs.
- Prepared contracts, reviewed bids, and ensured proper customer pricing.
- Maintained vendor relationships, procured materials, and aligned inventory levels with project demands.
- Supervised warehouse staff and created structured stock workflows and vendor compliance records.

- Winn-Marion Barber – Warehouse Associate
 - September 2014 – September 2015

- Received, stocked, and organized materials.
- Supported procurement and ensured accurate record keeping.
- Drove internal delivery vehicles and maintained warehouse equipment and compliance.

Education

B.S. in Business, Colorado Technical University (Remote), March 2014 – July 2020

High School Diploma, Hays High School – Hays, KS, May 2011

Certifications & Licenses

Safeland (Active)

Forklift Certification (Active)

Driver's License – Valid through June 2029

Technical Skills & Tools

Epicor Prophet 21 • Salesforce • SharePoint • SAP • CRM Software • Microsoft Office Suite • Contract Management • Procurement • Market Research • Forecasting • Production Planning • Sales Operations • Team Leadership • Vendor Negotiation