
VINCENT MOISO

PROFILE

Vincent has been a business owner and executive in the tile and stone industry for twenty-five years. As a business leader and educator at the executive level, his international business experience has taken him to the UK, China, Europe, Mexico, and every major market in the US. With a successful track record of business development coupled with his involvement in the industry, he has helped several businesses experience double digit growth. Vincent has extensive experience in manufacturing and distribution of porcelain tile, natural stone, stone and quartz slabs, and glass tile products. He currently consults for several companies in the tile and stone industry on various subjects such as merger and acquisitions, finance, benefits, systems and processes, inventory, sales and marketing. Vincent is also an author recently publishing The Complete Guide on Developing Tile & Stone Specifications with Architects in partnership with Ceramic Tile & Stone Consultants, where he collaborates on various projects conducting extensive tile and stone related research.

EXPERIENCE

BUSINESS CONSULTANT AND FINANCIAL REPRESENTATIVE AT VIS ASPIRE INC. – 2014 - PRESENT

Through my extensive international experience in the tile and stone industry I offer a unique perspective to businesses looking to grow within this market. My expertise includes strategic planning, b2b selling and marketing, tile and stone related product development, merchandising, tile and stone related logistics, inventory and supply chain management. Maintaining deep knowledge and experience in tile and stone manufacturing and distribution, combined with a successful track record in merchandising, product development, and strategic planning, I help business owners plan for the future, retain key employees, and market their products professionally. vincemoiso.com

PRESIDENT, AT OCEANSIDE GLASTILE – JUNE 2016 - PRESENT

Oceanside Glasstile is a manufacturer of glass tile and related products. OGT incorporates porcelain and natural stone into mixed media mosaics for sale to approximately 300 large and boutique retailers and distributors across the country and internationally. As an equity partner and executive in the business, I have helped with two asset acquisitions that have created 2x top-line growth and developed some immediate additional national growth opportunities. glasstile.com

FORENSIC INVESTIGATOR | PROJECT MGR, CERAMIC TILE AND STONE CONSULTANTS – 2014 - PRESENT

Ceramic Tile and Stone Consultants (CTaSC) is a professional consulting firm that specializes in tile and stone installation problems, forensic failure investigation services, insurance claim investigation services, tile and stone quality control services, expert

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witness services, and market research. Since 2014 I have research dozens of projects ranging from installation issues, to quality issues, to injury cases. I have performed on-site inspections and written investigative summary documents providing expert opinion based on research, industry knowledge, and more than two decades of directly related industry experience. ctasc.com

VICE PRESIDENT, STRATEGIC CHANNELS AT GBI TILE & STONE – OCTOBER 2013 - JUNE 2014

GBI is an international manufacturer and distributor of porcelain and ceramic tile, natural stone tile and slab and related products focused on B2B selling to over 300 large and boutique retailers. In this position I was charged with business development, finding new sales channels such as natural stone slab sales, commercial sales and dealing with large national retailers such as Daltile, Restoration Hardware, Waterworks, Ann Sacks, and others. As a shareholder of GBI, I sold my equity stake back to my partners early in 2014 and exited the company to pursue my own business venture. gbtile.com

VICE PRESIDENT AT MAISON STONE (A GBI COMPANY) – JANUARY 2009 - JUNE 2014

GBI has three company owned showrooms in Los Angeles and Orange County. The brand is Maison Stone and is a project oriented, relationship-based business focusing porcelain, natural stone tile and slab sales efforts to the design trade. My role was to manage the business and drive sales, which resulted in 50% growth in revenue and 10% margin increase.

VICE PRESIDENT, MARKETING AT GBI TILE & STONE – JANUARY 2009 - OCTOBER 2013

As the marketing VP I had a successful history of creating clear cut ROI from marketing and merchandising efforts. From creating catalogs, to e-commerce and event marketing, these key tools drove double-digit growth. During this time I also championed our product development.

DIRECTOR OF SALES AT QUARRY COLLECTION (A GBI COMPANY) – MARCH 1999 - DECEMBER 2008

Quarry Collection is the unique wholesale division of GBI charged with selling specific lines of natural stone tile and slab and related items to regional retailers. As the director of sales I managed five outside sales representatives in charge of covering the United States. Revenue doubled during my time in this position.

MARBLE MAN TILE & STONE SHAPERS/PW STEPHENS MARBLE TILE INC – JANUARY 2002 - APRIL 2010

Served as the RMO for a fabrication firm supervising the overall operation of the business and advising on everything from shop safety, slab handling, slab installation and proper application. The original owner and founder of the business passed away in a tragic accident and I no longer associated with the business.

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SALES REPRESENTATIVE AT MARMOL EXPORT – JANUARY 1998 - FEBRUARY 1999

Marmol Export is a distributor of tile and stone products, including natural stone tiles and slabs. I created sales from zero to almost \$2M in just over a year. I developed key relationships and obtained a C-54 California State Contractor's license for ceramic tile and mosaic installation during my employment working with their sister fabrication company, *Anaheim Stone Works Inc.* I left to take a management position with GBI.

MARKETING PROFESSOR AT UNIVERSITY OF SAN DIEGO – AUGUST 2011 - AUGUST 2019

For the past decade I have taught a content marketing course to international graduate students. This is a seminar series for MBA students from Munich, Germany. The course focuses on using content marketing for b2b strategies and has also been a key presentation at Coverings for the past three years.

EDUCATION

UNIVERSITY OF SAN DIEGO – INTERNATIONAL RELATIONS, 1995
CALIFORNIA STATE UNIVERSITY, FULLERTON – MASTER IN BUSINESS
ADMINISTRATION, 2003

PUBLICATIONS/PRESENTATIONS

How to Survive the Wilderness: The Playbook for the Entrepreneur and High Performer, *Spotlight Publishing 2020*

The Complete Guide on Developing Tile & Stone Specifications with Architects, *University of Ceramic Tile and Stone 2019*

Moderator and Public Speaker at Coverings, Tile and Stone Expo, Total Solutions Plus, Entrepreneurs Organization, Fowler Global Social Innovation Challenge, JSerra Business Magnate Program

TEACHING

Developing a Marketing Budget, *University of San Diego Ahlers International School of Business 2012-2019*

Content Sales and Marketing for B2B Strategies, *University of San Diego Ahlers International School of Business 2011-2019*

Certified Continuing Education Courses, *American Institute of Architects and Marble Institute of America 2009-2014*

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AFFILIATIONS/MEMBERSHIPS

Education Committee Chair, *Marble Institute of America* 2011 to 2014

NSI (Natural Stone Institute) member

CTDA (Ceramic Tile Distributors Association) member

TCNA (Tile Council North America) member

TCNA Ceramic, Glass, and Stone Handbook Committee 2016-present

ANSI A108 Committee Alternate 2016-present

ASID (American Society of Interior Design) Industry Partner

NKBA (National Kitchen and Bath Association) Industry Partner

Task Force Chair, *University of San Diego Alumni Board of Directors* 2015-2021

President, *University of San Diego Alumni Board of Directors* 2021-2023

Learning and Membership Chair, *Entrepreneur's Organization Board of Directors* 2016-2018

SKILLS AND PROFICIENCY

Working proficiency in Spanish and Italian

Extensive public speaking experience

Domestic and International major market experience

Proven track record in strategic planning as well as developing sales and marketing plans

Experience dealing with large retailers/distributors such as Lowe's, Shaw, Mohawk, Mannington and others

Email marketing, digital marketing, and web development

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LICENSES/CERTIFICATIONS

C-54 California State Contractor's license since October 1998

CTC (Certified Tile Consultant) since 2005

CTS (Certified Tile Specialist) since 2014

CSS (Certified Stone Specialist) since 2014

ITS Verified Installer, University of Ceramic Tile and Stone (UofCTS) since 2015

FINRA Series 6 and 63 Securities licenses since 2015

California Life and Health license since 2015

REFERENCES

Donato Pompo, *Ceramic Tile and Stone Consultants*

Robert Gabrielson, *Hirsch Pipe and Supply*

Vincent Cullinan, *Rock Mill Tile & Stone*

Josiah Lilly, *Epic Ceramic & Stone*

(contact information available upon request)