

VINCENT MOISO

PROFILE

Vincent has been a business owner and executive in the tile and stone industry for two and a half decades. 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 driven several businesses to double digit growth. Vincent began his career in the fabrication and installation of natural stone and related products. He has extensive experience in manufacturing and distribution of porcelain tile, natural stone, stone and quartz slabs, and glass tile products. He currently runs multiple businesses and consults for several companies in the tile and stone industry on various subjects such as strategic planning, job problem resolution, systems and processes, inventory, sales and marketing. Vincent is also a podcaster and author recently publishing The Complete Guide on Developing Tile & Stone Specifications with Architects, a live course that he teaches at the annual Coverings tradeshow. Most recently, Vincent became the Principal Owner of Ceramic Tile and Stone Consultants where he collaborates on various projects conducting extensive tile and stone related forensic research.

EXPERIENCE

BUSINESS CONSULTANT AT VIS BUSINESS GROUP, LLC (DBA VIS ASPIRE INC. AND CERAMIC TILE AND STONE CONSULTANTS) — 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, fabrication and installation, combined with a successful track record in merchandising, product development, and strategic planning, I help business owners plan for the future, retain key employees, solve for critical problems and market their products professionally. visbiz.us

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PRESIDENT, AT OCEANSIDE GLASSTILE — 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 | PRINCIPAL AT 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 witness services, and market research. For over a decade I have researched hundreds 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 and a half decades of directly related industry experience. I have also testified several times in many different cases. 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, MARKETING AT GBI TILE & STONE — JANUARY 2009 - OCTOBER 2013

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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 am no longer associated with the business.

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 almost a decade I have taught a sales and 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 live presentation at Coverings.

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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
- **Editor/Creator University of Ceramic Tile and Stone:** Understanding the Basics of Ceramic Tile, Understanding the Basics of Natural Stone, Installer Tile Specialist (ITS), Installation Standards Verification, The Complete Guide on Developing Tile & Stone Specifications with Architects.
- **How to be a Professional Architectural Sales Rep to Develop Bullet Proof Specifications:** Coverings 2023, 2024, 2025 & 2026
- **Total Quality Management:** Tile Solutions Plus 2025, Next Wave FUSE Alliance
- **The Art of Specifying Natural Stone:** Natural Stone Institute (NSI), Coverings 2026
- **Sustainability of Tile:** Ceramic Tile Distributors Association (CTDA).
- **The CEO Podcast:** YouTube, Spotify, Apple Podcast
- **Other Moderator and Public Speaker Engagements:** Tile and Stone Expo, Entrepreneurs Organization, Fowler Global Social Innovation Challenge, JSerra Business Magnate Program, Sunrise Venture Pitch
- **Health & Environmental Benefits of Ceramic Tile:** Ceramic Tile Distributors Association (CTDA) 2026, Coverings 2026

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EDUCATIONAL AND ONLINE COURSES CO-CREATED/EDITED

- **Understanding the Basics of Ceramic Tile:** The Ceramic Tile course includes industry standards and sales techniques and is designed to give salespeople the tools they need in order to increase sales, give tile installers the knowledge of industry standards and how to assist clients with selecting ceramic tile, and give professional designers the knowledge on how to select and specify ceramic tile.
- **Understanding the Basics of Natural Stone:** The Natural Stone course includes industry standards and sales techniques and is designed to give salespeople the tools they need in order to increase sales, give stone installers and fabricators the knowledge of industry standards and how to assist clients with selecting natural stone, and give professional designers the knowledge on how to select and specify natural stone.
- **Tile Installer Thin-set Standards (ITS) Verification:** This course instructs installers on industry standards and proper installation methods for tile thin-set applications that apply to ceramic tile, porcelain tile, stone tile, glass tile, and other types of adhered tile materials. This course is also meaningful to architects, general contractors, sales representatives, and owners who want to be aware of the industry installation standards. The course is taught in both English and Spanish.
- **The Complete Guide on Developing Tile & Stone Specifications with Architects:** This course is taught in English and instructs architects and architectural sales representatives on how to prepare Tile and Stone MasterFormat Specifications, how to identify and target projects, how to develop relationships with architects and designers, and how to track the specification to the point of receiving the order.

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

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- **The Art and Science of Selling:** University of San Diego MBA Guest Lecturer 2025
- **Certified Continuing Education Courses:** American Institute of Architects, American Society of Interior Designers, Marble Institute of America 2009-2014, Natural Stone Institute 2022-Present, Specifying with Glass Tile, Glass Tile for Pools

AFFILIATIONS / MEMBERSHIP

- Education Committee Chair, Marble Institute of America 2011 to 2014
- NSI (Natural Stone Institute) member
- NSI (Natural Stone Institute) Technical Committee member
- CTDA (Ceramic Tile Distributors Association) member
- CTDA (Ceramic Tile Distributors Association) Educational Committee member
- NTCA (National Tile Contractors Association) member
- NTCA (National Tile Contractors Association) Technical Committee member
- TCNA (Tile Council North America) member
- TCNA Ceramic, Glass, and Stone Handbook Committee 2016-present
- ANSI A108 Committee Alternate 2016-present
- ASTM C18 (American Society for Testing and Materials) Committee member
- 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
- Membership Chair, Entrepreneur's Organization Board of Directors 2016-2017
- Learning Chair, Entrepreneur's Organization Board of Directors 2017-2018
- Social Chair, Entrepreneur's Organization Board of Directors 2025-2026
- NAIFA California YAT Chair, 2014-2016
- MMSA (Materials & Methods Standards Association) member
- FUSE Alliance consultant
- Administrator for The University of Ceramic Tile and Stone

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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, Michael's, Floor and Decor, and others
- Extensive international manufacturing experience
- Email marketing, digital marketing, and web development
- Tile and Stone Forensic Research
- Construction Documents and Plan Review

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
- DISC Certified Trainer since 2020

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