

ABOUT ME



Sal Rodriguez
Sales Representative
salr@chromascape.com

Sal Rodriguez is one of ChromaScape's seasoned sales representatives who embraces challenges and delivers exceptional service. Specializing in asphalt sales at ChromaScape, Sal has cultivated robust relationships with clients across Hawaii, Nevada, Arizona, Utah, New Mexico, Baja, Mexico and his home turf, California. In addition to his asphalt expertise, Sal has recently expanded his scope to the paper mill industry, offering assistance where needed. Driven by a commitment to excellence and fueled by a passion for service, Sal exemplifies the epitome of a trusted sales professional, dedicated to nurturing long-lasting relationships and driving business growth.

Sal's career has been marked by versatility and adaptability, transitioning seamlessly through various roles in laboratory work, technical sales and sales management. Over his expansive career, Sal has worked in various industries from corrugated products, adhesive manufacturing, ink production, plastics, papers, consumer goods and films bringing a wealth of experience to everything he does.

Sal graduated from the Fashion Institute of Design and Merchandising in Los Angeles, California with a Bachelor of Arts degree in Interior Design.

Sal's personal life is deeply rooted in his love and commitment to his family. Raised in a large, tight-knit family, he learned the value of hard work and perseverance from his father, a skilled welder who instilled in him a hands-on approach to life. Despite a busy schedule, Sal prioritizes family time, enjoying outdoor adventures, road trips and cultural outings with his wife and daughters. Balancing his roles as a father, son, brother and husband, Sal approaches life with humility and dedication, striving to be the best version of himself.

Top Skills:

Bilingual (Spanish/English) • Versatility and Adaptability • Customer Relationship Building • Interdepartmental Relationship Management • Organizational Skills • Aggressive Salesmanship • Action-Oriented

Specialties:

Mechanical Aptitude • Quality Control • Color Matching • Sales Management • Technical Sales • Welding

Experience:

Greenville Colorants: **Technical Sales & Sales Manager**

Flexo Technology: **Technical Sales & Sales Manager**

Bomark Inks: **Laboratory Technician/Field Technician/Technical Sales/Sales Manager**

Fleetwood-Fibre Packaging & Graphics:
Maintenance Welder and Assistant/Machine Operator and Assistant/Utility Man/QC Inspector/Safety Coordinator/Leadman/Water Treatment System Operator

