

# Mason Knowles

1260 Woodbrook Ct. \* Reston, Virginia 20194 \* masonknowles@aol.com \* 571-239-5221

---

---

## Consulting Services

- Industry Analysis
- Technical Training and Education
- SPFA Accreditation Courses 101 BE and 101 R
- SPF Sales and Marketing
- Presentations and Technical Ad copy
- Research Coordination (Underwriters Laboratory, Factory Mutual, etc)
- Building Code Compliance and Regulatory Advocacy
- Inspections, Roofing, Insulation
- Safety and Health Programs

## Accomplishments:

- More than 30 years experience managing SPF businesses, including roofing/insulation contracting, sprayfoam/coating manufacturer, equipment manufacturing and trade associations
- Coordinated activities that successfully modified national building codes and ASTM standards to allow the expanded use of spray polyurethane foam (SPF) in construction
- Coordinated or provided technical information that successfully modified and/or influenced federal and state regulations and legislation dealing with a variety of issues including, energy performance, green/sustainable construction, safety and health, worker safety and training issues.
- Wrote and placed dozens of articles in national trade journals including, Modern Materials, Spray Foam Magazine, Construction Specifier, Architectural Digest, Plant Engineering, Professional Roofing, Roofing Siding and Insulation, Buildings, RCI's Interface magazine and more. (Google Mason Knowles for more specifics)
- Made dozens of presentations at the Department of Energy, Oakridge National Laboratories, University of Syracuse, National Institute of Sciences BETEC Symposium on Sustainable Construction, Poly Expo Conference, Spray Foam conferences, Construction Specifiers Institute's annual conference, Florida State University, and Society of Plastics Engineers conference.
- Planned and coordinated annual Spray Foam conference with responsibilities of site selection, contract negotiation, program development, speakers, catering/AV on site coordination. Increased net revenue from break even to more than \$260,000.
- Successfully developed new Spray Foam Magazine with distribution to more than 11,000 persons.
- Coordinated activities of The American Plastic Council (APC) Building and Construction Work Group while serving full time service as SPFA Technical Director
- Acted as Technical Director of building and construction for APC before taking over as Executive Director of SPFA.

- Managed 5 departments (Inside Sales, Outside Sales, Technical and Customer Service, and administrative office staff) of Gusmer Corporation (leading polyurethane foam equipment manufacturer) conducting business in North America, Mid East, Far East, Europe and Latin America.
- Developed and implemented marketing plan that increased sales from 22 million dollars to 23 million dollars during a period of severe economic downturn in Asian markets.
- Restructured Inside Sales Department and procedures resulting in 50% improvement in time required for receiving and shipping orders.
- Reduced inventory by \$1,000,000 through better parts forecasting and equipment packages specific to applications
- Restructured Outside Sales Department by creating geographic regions of responsibility and assigning sales managers to each
- Restructured Technical Department and instituted procedures that increased technical assistance to customers by 35%
- Maintained leadership role of core business (65% of market) while developing 2 significant new markets for growth (spray foam adhesives and plural component coatings)
- Provided hundreds of contractors & suppliers with technical support including but not limited to application training, safety and health programs, building code compliance, SPF applications
- Developed new product lines and distribution network for SPF suppliers

#### Professional Experience:

2002 – 2007	Executive Director Spray Polyurethane Foam Alliance
2000 – 2001	Technical Director, American Plastics Council. Staff of Building and Construction Work Group
1999 – 2002	Technical Director, Spray Polyurethane Foam Alliance
1997 – 1999	Director of Sales, Gusmer Corporation (polyurethane foam equipment manufacturer)
1995 – 1997	Assistant Director, Spray Polyurethane Foam Division of the Society of Plastics Industry
1993 – 1995	General Manager, Urethane Contractors Supply and Consulting Company
1991 – 1993	General Manager, Impro Inc. (SPF contractor)
1983 – 1991	National Technical Manager and Regional Sales Manager, E R Carpenter Company
1976 – 1983	Owner, Valley Insulation (SPF contractor)

#### Related Groups and Associations:

- Chair, ASTM D08.06.22.06 Subcommittee on Spray Polyurethane Foam Roofing
- Chair, ASTM C.16.22 Task Group on C1029, Spray Polyurethane Foam
- Board Member: Roofing Industries Committee on Weather Issues (RICOWI)
- NRCA Spray Polyurethane Foam Committee
- National Institute of Standards and Technology, Building Envelope Committee