

JOSHUA BEAL

EXECUTIVE OPERATIONS • REVENUE GROWTH • DIGITAL ACQUISITION & AI

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DIGITAL RÉSUMÉ

Revenue-focused executive and entrepreneur with 10+ years spanning direct sales, business ownership, people leadership, digital customer acquisition, and AI-enabled operations. Co-founded a home-services company that started door-to-door and reached \$6M in annual revenue within roughly 3.5 years, then founded a second venture applying AI and automation to the same industry. Has managed well over 120 people across his career (roughly 40 per day at peak), built and enforced the SOPs, hiring documentation, onboarding, training, and KPI systems they ran on, and is known for closing at an elite level personally and moving from decision to execution with unusual speed.

\$30M+ REVENUE GENERATED / INFLUENCED	3,000+ ROOFING PROJECTS SOLD & COMPLETED	120+ PEOPLE HIRED, MANAGED & LED	~40 PEOPLE MANAGED DAILY AT PEAK
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CORE EXECUTIVE STRENGTHS

- **Leadership & Operations** — P&L ownership, recruiting, hiring, performance management, terminations, manager development, production oversight, high-pressure judgment. Designed, implemented, trained, and enforced SOPs; created hiring documentation, employment contracts, onboarding and training processes with timelines, and KPI development, production, and enforcement.
- **Revenue & Sales** — High-ticket sales, one-call closing, door-to-door acquisition, objection handling, sales training, pipeline leadership, negotiation.
- **Growth & Marketing** — Google Ads, Google Local Services Ads, Meta/Facebook Ads, Google Business Profile, websites, funnels, conversion strategy, CRM, email/SMS nurture.
- **AI & Automation** — AI receptionists, email agents, chatbots, knowledge bases, GoHighLevel, JobTread, AI-assisted application development, APIs, MCP integrations.

PROFESSIONAL EXPERIENCE

Co-Founder / Owner / Executive Operator | Texas HomePro Roofing & Remodeling 2019 – Early 2026

- Co-founded a Central Texas contracting company, started it door-to-door, and scaled it to \$6M in annual revenue within roughly 3.5 years — leading sales, marketing, recruiting, production, project management, estimating, subcontractor relationships, and technology.
- Directed roughly 40 people per day at peak across sales, production, project management, administration, and field operations; designed, implemented, trained, and enforced company SOPs, and created the hiring documentation, employment contracts, onboarding and training processes and timelines, and the KPIs — developed, produced, and enforced — that the organization ran on.
- Delivered numerous government remodeling contracts and multi-six-figure projects, including full home additions and commercial and residential remodels — contracts, estimates, subcontractors, schedules, and inspections included.
- Built and ran direct-sales and digital-acquisition systems personally; career production includes \$30M+ in revenue generated or directly influenced and responsibility for the sale and completion of 3,000+ residential roofing projects.
- Owned the full employee lifecycle — recruiting, hiring, training, promotion, discipline, and termination — for well over 120 people across his career.
- Personally trained approximately 40–50 employees and managers, developing several into project-management and production-management roles.

Founder — Product, Growth & Automation | HomePro Defender / HomePro Brand Builder 2026 – Present

- Founded AI-enabled business products addressing firsthand contractor pain points, translating operational problems into structured software workflows and customer-facing tools.
- Own product concept, workflow design, pricing, positioning, and AI functionality end to end, using modern AI-assisted development to move from idea to working product rapidly.
- Built AI receptionists, email-response agents, website chatbots, knowledge bases, and automated workflows for lead follow-up, missed-call recovery, reactivation, and review generation.

EARLIER SALES & LEADERSHIP

Direct Sales Representative | Charter Communications

c. 2017 – 2020

- Recorded 46 door-to-door sales in his first month — understood to be the office's rookie/new-hire record — and consistently ranked top 2–3 among roughly 50 representatives, earning approximately 20 sales and performance awards.
- Helped train incoming representatives and received serious consideration for a Sales Manager role over approximately 15 representatives before relocating to Texas to found his own company.

Field Sales Leader | IGS Energy / Platinum Advertising — Dayton, Ohio

Approx. 2 years

- Personally responsible for recruiting, interviewing, hiring, training, and managing approximately 12 door-to-door sales representatives at an unusually young age — field leadership, sales coaching, performance management, and team accountability.

Canvasser to Roofing Sales Representative | Champion Restoration / Chateau Roofing & Remodeling

c. 2015

- Built the foundation of a roofing and home-services career through canvassing, inspections, estimating, and high-ticket sales, including hands-on participation in roofing installations.

TECHNOLOGY & PLATFORMS

- **Advertising & Marketing** — Google Ads, Google Local Services Ads, Meta/Facebook Ads, Google Business Profile, local lead generation, conversion optimization, retargeting.
- **CRM & Automation** — GoHighLevel, JobTread, pipelines, lead routing, email/SMS automation, missed-call recovery, customer reactivation, appointment workflows.
- **AI & Development** — OpenAI/ChatGPT, Codex, Claude, Grok, Base44, Supabase, Vercel, AI agents, APIs, MCP integrations, AI-assisted application development.

CERTIFICATIONS

- IICRC — Applied Microbial Remediation Technician, Water Damage Restoration Technician, Applied Structural Drying Technician, Fire & Smoke Restoration Technician (Cert. No. 701-75048)
- HAAG Certified Residential Roof Inspector
- EPA Lead-Safe Certification
- Texas TDLR Mold Remediation Contractor — accredited training course completed (license not held)

BUSINESS DEVELOPMENT

- Completed many government remodeling contracts; experienced in opportunity research, solicitation and bid review, bid/no-bid decision-making, proposal strategy, pricing evaluation, and competitive positioning — layered on top of residential, commercial, and digital acquisition experience.

OPERATING SYSTEMS BUILT

- Standard operating procedures designed, implemented, trained, and enforced across sales, production, and administration; hiring documentation, employment contracts, and structured onboarding for new hires and managers.
- Training processes and timelines for sales, project management, and production roles; KPI development, production, and enforcement tied to revenue, production, and accountability — with a disciplined termination process when standards were not met.

ENTREPRENEURIAL FOUNDATION

- At 15, turned a \$500 Jeep Cherokee into a \$2,000 sale in six weeks by teaching himself to repair it — then reinvested and repeated the cycle 60+ times before age 18, working up to an \$18,000 Ford F-350 diesel. Negotiation, asset valuation, and reinvestment discipline learned years before any job title.