

-- Speaker 0 00:00:05 Welcome to the clear impact podcast brought to you by PGT university. Thanks for joining us today. My name is Sherry Conner and I am your host

Speaker 1 00:00:20 Hard work and determination that helps us kind of get to where we are in life. So we understand the importance of marketing when it comes to a successful business. In today's show, we continue with introductions and we want you to meet Christie Sackett, the senior director of marketing for six of our brands, Kristy shares with us, why she loves marketing, how she got her start in the industry and who her biggest cheerleader is. We hope you enjoy today's episode. Good morning. We're here today with Christie Sackett. Christie is our senior director of marketing here at PGT innovations. Welcome Christie. Thank you. Hi, I'm so glad you could join us today. Um, I know you're a busy lady and you have a lot of responsibility here. Can you tell us just a little bit about yourself? Sure. I, uh, am the senior director of marketing and I oversee really our Southeastern business unit marketing team, which consists of managing six of our brands, about a \$750 million division.

Speaker 1 00:01:18 And we have at least 20 different product lines and, and growing through acquisition, I really see myself as being a passionate and a determined marketer that loves strategy and trying to really push the team forward and doing things, um, differently than we have before. That's wonderful. How long have you been here? I've been here just about five years now. Wow. It's gone fast. It does go fast. A lot of change too. Right. I've been here three months and there's been changed. So how did you get started at PGT or in the fenestration industry? How did you land in this space? Yeah, so I actually spent a good bit of my career outside of college in the cabinet and countertop world. Um, so it was in the building industry space and then I moved over to Therma-Tru as a senior product manager, overseeing their door category and really didn't spend a great deal of time there cause my husband took a role and that took us to New York actually, uh, for a short bit.

Speaker 1 00:02:15 And then I was working for NSRC, um, not the national fenestration rating council and I found my way to PDT, um, following Danielle, Mike CEL, who used to work with me back when I was at the cabinetry, um, back in cabinetry. So that's how I found my way to PGT and, um, the lovely state of Florida. Nice. So do you like Florida better than New York? I have. So I do. I mean, I'm such a fan of the sunshine. Yeah. Um, it's, it's been a blessing to be here. I agree. I think once you've lived here for a certain amount of times, you can call yourself a local. So how many years? I was told 20. So I have some time I'm far from that. I think as long as you know, the back roads you're how did you arrive in your current role? When I was thinking about this, I kind of went back to, I really started working at a relatively young age.

Speaker 1 00:03:09 Um, I was 14, I think when I received my first job outside of college. And then I really always saw marketing as kind of the heart aware where decisions were being made. And if I wanted to have a chance to be a part of their decisions or influence what, what change was about to come, that I felt like that's where I needed to be. And so I found myself moving into marketing. Um, I started as a really a pricing analyst, um, supporting, uh, when I worked at the cabinetry company. And then I moved into an associate business development role that kind of then just led myself into being able to grow with responsibility and to product management and brand management. So, you know, I think for anyone it's just hard work and determination that helps us kind of get to where we are in life. So

Speaker 0 00:04:00 Be sure

Speaker 1 00:04:00 To tune in for upcoming episodes to help you, you

Speaker 0 00:04:02 Understand the fenestration industry, what you need to know when buying windows and doors and other related topics, you can find out more about us@pgtuniversity.com. You can also find us on Facebook and LinkedIn

Speaker 1 00:04:19 And marketing is a tough spot because you, you touch everything and you have, there's a lot of pressure like from the sales team, from the product team. I know our, the university relies on the marketing collateral pretty heavily in developing courses so that we can educate ou --

-- r dealers. So we really appreciate the thoroughness and the detail that you guys get into. Thank you. It's been a huge asset for me. I've worked with a few different people in your area already and they've been invaluable. So, um, it's a, it's a great spot to be in. Tell our audience a little bit about PGT I brands. You said six brands in the CBU unit. Tell us a little bit about what that's like. Sure. Um, so from talking about PDT, I, which is really our holding company that has all these amazing brands underneath it, I C P DTI has really grown to just be this powerhouse inside of the window and door space with, um, incredible profitability and record breaking growth.

Speaker 1 00:05:22 And, you know, I know you've seen even in the short time that you've been here, that we continue to grow both organically, as well as through acquisition. And by doing that, we've actually been able to expand the different types of channels that we service. So if you think about new South and opening up to have a direct to consumer segment inside the organization or unlocking and supply constraints with our strategic vertical integration. So the acquisition of echo allowed us to be able to make sure that we shored up the class supply that we needed as an organization. And then we've also just been able to really, as a national player, um, you saw that with like the acquisition of Western where we're really expanding outside of the state of Florida and to being able to really dominate and have a presence and the broader national level, it's a good place to be.

Speaker 1 00:06:11 Yes, it's exciting. I mean, there's truly no dull moments. And, um, I think one of the things I love about this organization is the really great customer base that we have. And they always really seem to, um, just be there at any time that we need them. And I, yeah, it's been incredible to see their commitment to the organization as well. Well, it's a, win-win, we're committed to their success and we provide a lot to them and then, you know, it comes back around. Yeah, absolutely. Uh, what do you love most about your role here at PTI? I've really been fortunate to see my role evolve and grow and responsibility since I joined the company. And by doing that, I've been able to start managing a larger team and I think that's been the most fulfilling part and rewarding part of my position. Um, as you kind of talked about a little bit, it's really just filled with incredible talent and competitive spirits.

Speaker 1 00:07:09 So I actually get the opportunity to really kind of set the stage for what we do and then they run with it and really kind of make it their own and exceed the expectations, um, and kind of raise the bar, um, from what was done the last time or there. And, and that's been just really, honestly the best part of the, the world that I get to play inside the organization these days. Fine. Well, it's important to like what you do, especially when you have a family that, you know, is that you're away from during the day and you may spend more time, right. With a lot of the people we work with than we do sometimes at home. That's true. So it's important to at least appreciate and enjoy your coworkers and, and have a good environment, which I think, uh, this organization does a great job with.

Speaker 1 00:07:55 Uh, so this is a question that we're going to be asking all of our guests as a, out for our series. So the clear impact podcast is kind of a double entendre impact. Windows and doors are what we primarily manufacture, but we also are making an impact in the industry. And then the university makes an impact with our customers by education throughout various channels. But what is a person or an event that has had a huge impact in your life? I think, um, by and large, it's been my husband. He met a very young and shy girl when I was about 16 years old and someone that just needed a person to believe in her. And he really pushed me in my education. I was the first in my family to receive a college degree. And then I went on to also receive my master's degree.

Speaker 1 00:08:48 Um, he's always pushed me to take chances my career and, you know, believed in me before I believed in me. And, um, he's really always been my biggest fan. So, um, by far it's been my husband. Oh, that's so sweet. And I bet he would say the same about you. I don't know. W we won't ask just in case I'll leave it at that. Uh, well, thank --

-- s so much Christie for joining us today. Uh, I appreciate having a little insight as to the marketing department and the role that they play here. And we'll be talking about that in a future episode. Thank you for having me. Thanks so much. It's

Speaker 0 00:09:22 Been great.

Speaker 1 00:09:25 PGT university is the customer education team for an entire family of brands. We began with the original, easy breeze, ports and closure lie then became PGT. America's leading brand of impact resistant windows and doors. We then added CGI CGIC WinDoor, Western windows, new South windows and echo windows and doors. We create products built to withstand major storms, keeping people safe, secure, and prepared. Our exceptional brands give you the protection you need without compromising design or functionality. PGT university is here to educate you our listener so that you can be a more informed consumer of window and door products.

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