

Sandra K. Armstrong

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EXECUTIVE PROFILE

Growth-oriented executive, entrepreneur, and business leader with extensive experience in sales leadership, strategic planning, business development, operations management, and organizational growth. Proven track record of building high-performing teams, driving revenue growth, developing market strategies, and leading organizational transformation across healthcare, industrial manufacturing, and facility management industries.

CORE COMPETENCIES

- Executive Leadership
- Strategic Planning
- Business Development
- Sales & Account Management
- P&L Management
- Organizational Development
- Team Building & Coaching
- Client Relationship Management
- Operations Leadership
- Change Management
- Community Engagement
- Entrepreneurial Leadership
- Process Improvement
- Marketing Strategy

PROFESSIONAL EXPERIENCE

President & Co-Owner | City Wide Facility Solutions – Southeastern Wisconsin
Milwaukee, Wisconsin | 2014–Present

- Co-founded and currently lead one of Southeastern Wisconsin's premier facility management organizations.
- Built the organization from startup to a recognized industry leader.
- Developed a culture focused on servant leadership, employee development, and community impact.

Sales & Account Management Leadership | Merck & Co.

Birmingham, Alabama | 2001–2010

- Managed strategic healthcare relationships and business development initiatives.
- Consistently achieved and exceeded sales objectives.

Sales, Marketing & International Business Development | Eaton Corporation

Milwaukee, Wisconsin | 1997-2001

- Supported both International & domestic commercial growth initiatives and customer engagement efforts.
- Worked cross-functionally with management, engineering, sales teams, and distribution networks.

R&D and Engineering | Rockwell Automation

Milwaukee, Wisconsin | 1996-1997

- Supported development of manufactured products for various divisions.
- Collaborated across global business units and customer channels.

BOARD LEADERSHIP & COMMUNITY INVOLVEMENT

- Board Member – Casa Segura de Dios
- Active supporter of numerous community organizations and initiatives throughout Southeastern Wisconsin.

EDUCATION

Master of Business Administration (MBA)

University of Wisconsin–Milwaukee, Lubar School of Business — 2001

Bachelor of Science, Mechanical Engineering

University of Minnesota Twin Cities — 1994

AWARDS & RECOGNITION

- Franchise owner of one of the fastest-growing franchises in the nation.
- Recognized community leader and advocate for servant leadership.
- Led multiple employee engagement and community service initiatives with organizations including La Causa Holiday Gift Drive, YMCA, Hunger Task Force, Feed My Starving Children, Soles for Jesus, LINC Milwaukee, Ronald McDonald House, Milwaukee Riverkeeper Spring Cleanup, Navy Seals Future Foundation, Milwaukee Thanksgiving Basket Packing & Distribution Event, United Way, Mighty Small Moments' Books for Babies, Girls on the Run, and more...