



Employee Spotlight- Bettie Donate

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Donate, Bettie
Regional Sales Coordinator

Bettie Donate, Regional Sales Coordinator- Interior Products

Anaheim, CA

Bettie has a 42 year history in the building products industry and has been instrumental to our success!

In 1978 she began in inside sales with Acousti-Lite, an Armstrong ceilings distributor in the San Francisco Bay Area. In 1997 she joined AMS at the San Jose branch and was critical in opening the San Leandro branch a year

later. She was the original Branch Manager at AMS' first greenfield location in Northern California.

In 2001 moved to Outside Sales and excelled as one of the best in the company whose forte was a winning attitude and persistence. Seven years later she transferred to Southern California and took on our most challenging acoustical customers. She quickly won them over and grew the accounts to be some of our largest customers. With that success closing business, she was promoted to Sales Manager. She set up a job follow-up system for OSRs that has been timeless in its effectiveness.

Today, Bettie continues to be on a task force to improve our sales effectiveness and tools. Her work has provided critical data for our management team to make day to day decisions. She is highly respected by her co-workers and the industry. Due to her longevity and depth in the industry Armstrong continues to seek her feedback as they test new initiatives.

Bettie has been a pioneer for women in the construction industry- successfully overcoming challenges and gaining the highest respect through her hard work.

Fun fact: Bettie was a cheerleader for the NFL's 49ers!