Associate Spotlight
August 2018

Phil Santalla
Mohawk Group

Editor: How long have you been an IFMA member?

Phil: I have been a member since Jan 2017, so this is my second year.

Editor: What types of products/services does your company provide for Facilities?

Phil: Mohawk provides all types of flooring products for commercial environments. We manufacture product and can provide installation services as well.

Editor: How did you get into the career you are now in?

Phil: I started in the manufacturing industry right out of school back in 1988. I have been a manufacturers rep for over 30 years.

Editor: What was your first paid job?

Phil: My first paid job was as a doorman in NYC during my college days. This helped me to pay for school and provided me a great opportunity to interact with all kinds of people at an early age.

Editor: What is the most challenging aspect of your current job?

Phil: The most challenging aspect of my current job is keeping up with the technological advancements in products as well as installation methods. The constant evolvement of both chemistry and manufacturing process seems to change rapidly and as a manufacturer’s rep, my customers expect me to be a knowledgeable reference to them.

Editor: What advice would you have for new people starting out in your career?
Phil: The best advice to anyone starting out in technical sales would be to understand that things are constantly changing and knowledge is the key to differentiating yourself from your competition. Be prepared to constantly keep up with technology and competition. The business world evolves rapidly and it’s easy to be left behind if you do not plan on continuing education.

Editor: What is your greatest professional and/or personal achievement?

Phil: My greatest personal achievement are my children. This year I have all three in college and I am realizing just how much they have achieved. As they embark on this next chapter of life…so do I. I am very proud of who they each have become.

Editor: Tell us something about yourself that perhaps most people do not know

Phil: Most people do not know or realize that English is not my first language. My family is from Spain and although I am born in the USA, I did not speak English until I began school. I am fortunate to be able to speak both Spanish and English with little to no accent.