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## **Outdoor Pride promotes Butts to vice president**

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Bill Butts

Manchester, NH Outdoor Pride Landscape & Snow Management promoted Bill Butts to vice president of client relations & sales. In this new role, Butts, who joined Outdoor Pride in 2018, will continue to nurture and grow Outdoor Pride's client partnerships and is responsible for overseeing new contact sales, supporting the sales team, assisting clients with any needs, and developing the foundation for long-term partnerships.

In 2018, Butts joined Outdoor Pride as vice president and was responsible for developing and growing Outdoor Pride's client base in Massachusetts and hiring and training a salesperson to grow business in the New Hampshire market. Based in Manchester, NH, Outdoor Pride services southern and central New Hampshire and northern and eastern Massachusetts, including Metro Boston, providing comprehensive snow management, landscape installation and ground management services to major institutions throughout the region.

"Outdoor Pride has experienced explosive growth in recent years, however, we never lost sight of our clients, in large part thanks to Billy's focus, determination and communication skills," said Mark Aquilino, president and CEO, Outdoor Pride Landscape & Snow Management. "Taking even more of a leadership role, Billy will maintain and nourish our client relationships to ensure we consistently exceed expectations and remain a relationship-based company. Billy has been a huge asset to our team and our client partners since he joined Outdoor Pride over four years ago and this promotion both rewards Billy, and further positions Outdoor Pride for continued growth and expansion."

Outdoor Pride's constant commitment to its customers over the past three decades has allowed the company to grow into a regional powerhouse, serving industrial facilities, regional distribution centers, hospital campuses, college and university campuses, Fortune 500 companies and multi-tenant Class-A office parks spanning 10 to 50 acres each. Outdoor Pride has more than tripled its revenue over the past seven years with total revenue exceeding \$15 million in 2021.

Butts has more than 35 years of sales and management experience in the commercial landscape and snow industry. Prior to joining Outdoor Pride, Butts held various leadership roles at Waverly Landscape Associates, ValleyCrest Companies, RP Marzilli and Company, ND Landscape Inc. and UNICCO Service Company.

"Treating clients, employees and vendor partners like family is something I have always believed in. Most of my career has been spent developing relationships with clients, recruiting, and supporting the growth of my team members, and it's amazing to do something I'm passionate about for a remarkable company like Outdoor Pride," said Butts. "I'm looking forward to working more closely with our large, existing clientele and helping prospective clients learn and understand the value of what Outdoor Pride can offer, rather than just simply selling a service."