

Peter Messina

Innovative Senior Executive with Proven Results

EXECUTIVE SUMMARY

Chemical distribution executive with 25+ years bridging chemistry and technology. Founder of Real Data Solutions, a consultancy exclusively serving chemical manufacturers and distributors. Proven expertise in ERP/CRM transformation, technical sales enablement, P&L management, and building high-performing teams. Combines deep chemical knowledge with modern digital strategy to drive measurable operational and commercial results.

PROFESSIONAL EXPERIENCE

Founder and President

Real Data Solutions, Canton, MI

October 2025 - Present

- Partners with chemical manufacturers and distributors to drive operational excellence and digital transformation.
- Leads hands-on CRM and ERP transformation initiatives ensuring seamless integration, process alignment, and user adoption.
- Provides technical sales training, product line rationalization, and process improvements to boost efficiency and market responsiveness.
- Helps organizations streamline workflows, scale operations, and build cultures of continuous improvement.

Director of Digital Transformation

PVS Nolwood Chemicals, Detroit, MI

November 2022 - October 2025

- Spearheaded enterprise-wide digital transformation, bridging functional departments and external vendors to modernize infrastructure.
- Managed full implementation and post-go-live optimization of new ERP system.
- Served as primary liaison for CRM deployment and third-party tool integration with ERP environment.
- Partnered with Sales and Operations to design advanced business models that unlocked new revenue streams and drove EBITDA growth.
- Mapped complex data flows to build real-time, executive-level decision-making systems.

Branch Manager

PVS Nolwood Chemicals, Detroit, MI

August 2019 - November 2022

- 30% Increase in EBITDA achieved with organic sales growth and reducing variable costs.
- Responsible for the Profit & Loss of a nine-figure revenue operation.
- Various disciplines roll-up into this position, including Sales, Operations, Customer Service, Logistics and Quality functions of 50+ person team.

Canton, Michigan

(734) 621-9493

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ACHIEVEMENTS

50+ Employees

\$100+ Million Revenue

30% EBITDA Growth

10x Revenue Growth

Executive, Technical

SKILLS

Communication

Engaging Presentations

Adaptable

Technical

Extreme Ownership

EDUCATION

Master of Science

Chemical Engineering

Manhattan College

Riverdale, NY

Bachelor of Science

Chemistry, Business

Manhattan College

Riverdale, NY

AFFILIATIONS

ACD

Emerging Leaders Alumni

CSAT/CVI Registered

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Director of Technical Service

PVS Nolwood Chemicals, Detroit, MI

June 2011 – August 2019

- Created this department and now receives 3,000+ inquiries/yr.
- Generated 10x growth in revenue at key accounts.
- Led 4 highly technical, direct-reports to replicate the model.
- Implemented various software systems to manage the process and deliver a consistent customer experience.
- Developed training for the sales team through publications, presentations and customer visits.

Manager of Business Development

PVS Nolwood Chemicals, Detroit, MI

May 2006– May 2011

- Researched new applications and products for market expansion.
- 2 direct and 9 indirect reports to implement selling and marketing strategies.
- This position developed into the Technical Service department, to provide value at scale.

Product Manager – Chemicals and Colorants Division

Actylis, Lake Success, NY (f: Aceto)

May 2000 – May 2006

- Grew product revenue 5x to \$11 million in new sales
- Managed product lines from R&D to commercial sale for 30 products.
- Negotiated directly with key decision makers at various customer accounts.
- Key player in design, implementation and training of Adonix's X3 ERP system.

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TECHNICAL SKILLS

Claude

SQL

VB

HOBBIES

Travel Soccer

Rucking

Reading