



Scott Parker

Chief Relationship Builder and Growth Game Planner

a.k.a. VP of Sales & Marketing, Rafter

ABOUT ME

Committed to building lasting relationships. Growth-minded. Enthusiastic collaborator. Traveler at heart. Avid supporter of community and sports.

BIO

Scott Parker serves as Vice President of Sales and Marketing at Rafter Equipment Company, where he leads commercial strategy, customer engagement, and brand growth for one of the industry's most respected roll forming and tube mill manufacturers.

With more than 25 years of experience in business development, strategic account management and complex B2B sales, Scott has built a proven track record of driving revenue growth, expanding market presence, and developing long-term customer relationships. His career spans leadership roles at CCL Design, Avery Dennison, and Flambeau Products, where he worked across global markets and multiple product lines, selling at every level - from end users to executive leadership.

Scott is known for combining strategic vision with disciplined execution, bringing expertise in lean manufacturing, continuous improvement, cross-functional leadership, and Six Sigma principles to the commercial side of the business. At Rafter, he works closely with engineering, operations, and leadership teams to align customer needs with technical solutions, helping position the company for sustained growth in a competitive global market.

Scott holds a Master of Business Administration from the University of Phoenix and a bachelor's degree in Business and International Relations from Kent State University. He brings a pragmatic, relationship-driven approach to sales and marketing that reflects Rafter's commitment to long-term partnerships and performance.

CONTACT

✉ sparker@rafterequipment.com

🌐 rafterequipment.com

📞 440.572.3700

📍 12430 Alameda Drive
Strongsville, OH 44149

TOP SKILLS

Leadership



Innovation



Autodesk Inventor



Management



EDUCATION

2009 - 2011

University of Phoenix

MBA

1988 - 1993

Kent State University

BS, Business & International
Relations