
MARCIA FALK BIOGRAPHY

Title: **Director of Architectural Services**
Inspector, Woodwork Institute

Marcia Falk recently joined the Woodwork Institute in November 2011. She brings to WI 13 years in the construction industry doing outside sales. Marcia began her construction industry career with a small “mom and pop” shop called Schmid Insulation and Fireplaces located in Pomona, California. Schmid began her training by having her do the take-offs and bids for the sales team. Quickly they moved her into residential sales where she called on many of the purchasing agents in the tract market. As her sales grew so did her company; her company went through two acquisitions over the next 5 years. When Masco Contractor Services bought the business they transformed it to a more corporate structure. Masco Contractor Services is a billion dollar company that is one of the world’s largest manufacturers of brand-name products for the home improvement and new home construction markets. Masco is also a leading provider of a variety of installed products and services for homebuilders. Marcia went from selling just two products (insulation and fireplaces) to also selling garage doors, shower enclosures, mirrors, etc. She now had the opportunity to multi-sell to her customers as a “one stop shop”. It was her responsibility to see the job through from bidding stage until completion. In addition to product sales, she also resolved both technical and aesthetic problems with product installation. Her other roles in the company included setting up negotiation meetings with clients, helping to coordinate Masco representation at various national trade shows, and constantly updated her product knowledge with the various vendors.

Marcia was originally from Northern California. She grew up in the small college town of Davis. There she attended and graduated from the University of California, Davis in 1989. She received her Bachelors of Science degree in Textiles Marketing and Environmental Science. She moved to Southern California in 1992 where she currently resides with her husband and two children.

She is looking forward to the new challenges and adventures that her work as a Director of Architectural Services for Southern California and Arizona will bring. Her areas will include: San Diego, Orange County, the Inland Empire, and Arizona. She is also a member of the Inland Empire and Orange County Construction Specifications Institute (CSI).