

## **BIOGRAPHY: VINNIE VIRGA**

### **President Flooring America**

As Flooring America President, Vinnie Virga's primary role is implementation of new initiatives, tactical planning, budget management, and stewardship of the Advisory Council, among other responsibilities. With more than two decades of diverse retail floor-covering experience, Virga fully understands every aspect of member businesses. His personal experience began in childhood, in his family's furniture and carpet store. During college, Virga worked for Carpet Giant, a major New England floor-covering retailer, in the warehouse and as a flooring measurer.

Virga's career interests led him to sales, where he quickly advanced into management. He later became New England regional manager for one of the largest national floor-covering retailers. As President, Virga states his main objective is "to understand members and their businesses by developing enduring relationships and ensuring they have the tools and means necessary, to increase the productivity and profitability of their stores."

Vinnie Virga joined Flooring America in June, 2003, as senior vice president. He previously was vice president of ProSource Wholesale Floorcoverings in St. Louis, a division of CCA Global Partners with sales in excess of \$250 million. His responsibilities at ProSource included execution of tactical initiatives, franchise development, software development, enterprise-project management, marketing, staff training, corporate administration, and planning the biannual convention.

Virga lives in Shrewsbury, Mass., with his wife, Gina, and their son. His interests include golf, computers, and music.