



**Page Naftel**  
**Chief Commercial Officer, White Cap**

Page Naftel is Chief Commercial Officer of White Cap where he leads all field leadership and sales initiatives across the U.S. and Canada, as well as all functional Sales, Marketing and E-Commerce initiatives.

Page first joined White Cap as its Chief Sales Officer in December 2021 following White Cap's acquisition of Ram Tool Construction Supply. In this role, Page led all corporate sales strategies for the business.

With more than 25 years at Ram Tool, Page most recently served as President of Ram Tool since 2016 after serving in a variety of sales and operations roles, including Inside Sales, Outside Sales, Branch Manager and Vice President of Sales for 10 years.

Page received a bachelor's degree from Vanderbilt University. He also holds an MBA from Southern Methodist University with a concentration in Finance and Strategy.

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