



Bruce Thomas, Director of Business Development

In his role directing business development, Bruce Thomas focuses on developing and implementing growth opportunities within Larson’s fenestration product categories. He has led diversification and innovation initiatives, bringing door, window and screen products to the broader marketplace. He also oversees the Larson Security Door and Retractable Screen programs, driving new business for both categories.

Bruce has been an integral part of Larson’s success leading the industry with new product innovations and has been awarded several product patents, including one for creation of the industry’s first retractable screen feature. Prior to his management role in product development, Bruce was the Divisional Sales Manager in the Southeast Region, cultivating his knowledge of retail in the fenestration industry. He joined Larson in 1993 after nearly a decade of building his own companies.

From startup businesses to turn around product categories, Bruce has a business sense that goes beyond the numbers. He is excellent at partnering with internal and external customers around the world to develop business growth initiatives with product innovation. This passion and singular focus on business development, combined with decades of hands-on experience and sourcing expertise is a powerful combination. It has resulted in a comprehensive, proven methodology that engages all departments and measurably impacts both the bottom line and customer satisfaction.

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