



FOR IMMEDIATE RELEASE

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Central Pro Supply Welcomes Vinnie Mercurio as Director of Regional and Growth Sales

Seasoned industry leader brings decades of experience to support continued expansion & customer-focused solutions

Elmsford, NY, May 14 – Central Pro Supply, a leading wholesale distributor and solutions-based partner to landscape professionals, is pleased to announce the appointment of Vinnie Mercurio as Director of Regional Sales and Growth. In his new role, Mercurio will focus on strengthening Central Pro Supply’s sales organization, enhancing regional performance, and supporting the company’s long-term growth initiatives. His leadership will play a key role in advancing Central’s mission to provide solutions that help customers save time, improve efficiency, and grow their businesses.

“Vinnie’s depth of experience and proven ability to develop high-performing teams make him a strong addition to our leadership group,” says Anthony Luciano, VP Sales & Marketing. “His alignment with our values and commitment to partnership will help drive continued success for both our team and our customers.”

Bringing more than 30 years of sales experience across both distribution and manufacturing, Mercurio has contributed countless achievements within the building materials industry, including over 15 years in the green industry. Over the past decade, he has focused on building, growing, and leading high-performing sales teams while delivering consistent results through strong leadership, strategic planning, and a commitment to customer success.

Mercurio shared his enthusiasm for joining the organization and contributing to its future. “I am excited to be part of what the Central Pro family is building, and I am fully committed to advancing its mission. My focus is on strengthening the existing foundation and culture, while implementing effective processes, developing the strong talent already in place, and building out the sales team to position Central for future growth.”

This announcement reflects Central Pro Supply’s continued investment in leadership, talent development, and strategic growth as the company builds on its legacy of supporting landscape professionals across North America. With this new key position in place Central continues its work to achieve both their short and long-term goals of demonstrating the Central Pro difference, positioning themselves as a trusted partner and by delivering the solutions that drive customer success.

About Central Pro Supply

Central Pro Supply is a leading family-owned and operated, wholesale distributor for irrigation, landscape lighting, equipment, snow management, drainage, turf & agronomics, sustainable products and grounds care equipment—with more than 60 locations in the U.S. and Canada. Established in 1990, Central is a solution-focused partner for residential and commercial landscape professionals, offering the largest quantity of in-stock inventory in the industry. For the contractor, by the contractor—Central provides professional and business development resources from large-scale design services and technical support lines, to training and marketing services. To Partner.Save.Grow with Central visit www.centralpros.com.

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