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Central Pro Supply Strengthens Leadership with Vice President of Finance

Financial leader brings extensive experience to support long-term growth, scalability, and operational excellence

Elmsford, NY, July 14 – Central Pro Supply is pleased to announce the appointment of Rob Ciallella as Vice President of Finance. As the company continues its strategic expansion across North America, Ciallella will lead Central's financial planning and analysis, budgeting, forecasting, reporting, and business intelligence initiatives across the organization. His leadership will play a key role in enhancing financial visibility, supporting data-driven decision-making, and ensuring Central remains well positioned to support its long-term strategic objectives.

"Throughout his career, Rob has demonstrated a unique ability to connect financial strategy with operational execution," said Anthony Luciano, VP of Sales & Marketing. "Rob brings a financial leadership and strategic perspective that will help guide our next phase of growth. His ability to translate financial insights into business strategy will support smart investments, informed decision-making, and sustainable growth while we continue to expand. His experience will be instrumental in helping Central scale thoughtfully while continuing to create exceptional value for our customers, vendor partners, and employees."

Prior to joining Central Pro Supply, Ciallella most recently served as Vice President of Finance & Technology at Schweid & Sons. Earlier in his career, he held multiple finance leadership positions with PepsiCo, where he managed large-scale P&Ls, led forecasting and investment planning, and supported key commercial and marketing initiatives across nationally recognized brands. His experience spans financial planning and analysis, operational finance, business intelligence, technology integration, and leadership development, providing a strong foundation for supporting Central's next phase of growth.

"Building scalable financial planning processes and improving data visibility are essential for a growing organization," said Ciallella, who holds an MBA in Finance & Strategic Management from Villanova University. "Central has already established an incredibly strong foundation, and I'm excited to help build upon that by strengthening financial processes, supporting strategic decision-making, and developing systems that enable sustainable growth for years to come."

The addition of Ciallella reflects Central Pro Supply's continued investment in experienced leadership, operational excellence, and the long-term infrastructure needed to support its expanding footprint. As the company continues to grow across North America, strengthening its executive team remains a key part of delivering innovative solutions, exceptional service, and lasting value for customers.

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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