

# NAME

Phone • Email

## SALES MANAGER: MEDICAL SYSTEMS AND SERVICES

Accomplished sales executive with impressive medical system sales experience and success in hospital, home care, emergency medical services, and integrated delivery networks (IDN) markets. Solid achievements in launching leading-edge medical technologies, opening new markets, and generating multimillion dollar sales. Talent for gaining access to, and influencing, C-level decision makers. Specialized experience in wireless and hardware domains of Cardiology, Critical Care, OR, ER, L&D, patient monitoring, TeleMed, and IT systems.

New Business Development • Strategic Planning • Account Management • Market Analysis • Branding • Sales Force Management • Product Launches • Product Development • Team Leadership • Consultative Sales

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## PROFESSIONAL EXPERIENCE

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### **COMPANY, City, State • Year-Year**

*Company description.*

#### **National Sales Manager**

Lead sales of remote cardio-diagnostic, tele-health systems and services. Manage performance of 2 direct-report Regional Sales Managers; direct team of independent and direct sales reps. Source, qualify, and formulate winning strategies for new business opportunities. Leverage product and service knowledge to provide client-focused solutions and differentiate product from competitors.

- Increased sales by 75% in 9 months by capturing new large volume accounts, including XXX University Medical Center and Integrated Delivery Networks (IDNs).
- Introduced and implemented funnel tool to organize sales and marketing operations; increased time efficiencies and productivity by defining sales and marketing strategies for multiple medical modalities.
- Extended market reach to national presence by establishing dealer network in Louisiana, Texas, and Florida.
- Created sales foundation for new large-scale sales targeting ER physician groups and EMS services.

### **COMPANY, City, State • Year-Year**

*Company description.*

#### **Executive Account Manager, Patient Monitoring and IT Systems**

Drove new business development in Anesthesia, Critical Care, and Step Down units across Mid-West region. Coordinated efforts of marketing, technical support, and customer service to maximize customer satisfaction.

- Developed \$16 million in new sales opportunities in less than year.
- Closed \$7 million contract with Rush University Medical Center by achieving competitive win over Philips and GE Healthcare.
- Launched new wireless cardiac telemetry system.

### **COMPANY, City, State • Year-Year**

*Company description.*

#### **Sales Director, North America**

Charged with leading new sales opportunities in North America. Managed sales team of 3 Regional Sales Managers, 7 Inside Reps, and marketing department. Hired, trained, and developed selling skills of new sales reps. Defined sales strategies and sales targets; created forecasting tool to optimize sales process. Partnered with Marketing and Engineering in development of new products. Set product pricing and led creation of marketing materials. Organized service and parts demos for product support.

- Negotiated and closed \$1.5 million exclusive agreement with Kaizer Permanente IDN in 2008 to supply monitors to all Kaiser clinics.
- Increased sales volume by 29% in less than year.
- Expanded business in Canada by targeting and organizing local dealers.
- Impacted development and completion of telemedicine system by serving as integral member of R&D team.

**COMPANY, City, State • Year-Year**

*Company description*

**Executive Account Manager**

Marketed and promoted patient monitoring, IT, and cardiac systems. Conducted sales strategies to drive new business and maximize market penetration, product differentiation, and profitability. Delivered above-industry standard services to accounts to drive business growth.

- Generated \$11.5 million in sales and surpassed plan by 250% in 2002; recognized with *GE's Master Circle Award*.
- Achieved \$7.5 million in sales and surpassed plan by 140% in 2005; recognized with *GE's Master Circle Award*.
- Closed \$7.5 million and surpassed plan by 110% in 2006.
- Captured 60+% market share by sourcing and closing key accounts, including \$2.5 million in sales to XXX University Hospital in 2008; \$7.5 million in sales to XXX Hospital in 2001; and \$5.5 million in sales to XXX Hospital in 2004.

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**ADDITIONAL PROFESSIONAL EXPERIENCE**

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**COMPANY, City, State**

**Midwest Regional Manager, Neuro-Diagnostic Systems**

**COMPANY, City, State**

**Area Sales Manager, Mobile Imaging and Cardiac Services**

**COMPANY, City, State**

**Director of Engineering, NATO'S Air Defense European Project**

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**EDUCATION**

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**Advanced Certificate in Management, XXX UNIVERSITY, City, State**

**Bachelor of Science in Electronic Engineering, XXX UNIVERSITY, City, State**

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**PROFESSIONAL DEVELOPMENT AND AFFILIATIONS**

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**MILLER HEIMAN SALES TRAINING, 2009**

**EXECUTIVE EDUCATION, Sales and Leadership Seminars, MRA Institute, University of Wisconsin, 2004, 2002, and 2001**

**SIX SIGMA CERTIFICATION, 2002**

**CRM CERTIFIED, 2009**

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**PROFESSIONAL AFFILIATIONS**

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**AMERICAN TELEMEDICINE ASSOCIATION (ATA)**

**IEEE (INSTITUTE OF ELECTRICAL AND ELECTRONICS ENGINEERS)**