

# MARY O'BRIEN

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## SALES DIRECTOR

### *Transformational & growth-oriented executive driving significant market share growth*

Goal-driven and strategic sales executive recognized for transforming major organizations by launching and expanding robust products, driving multimillion-dollar revenue growth, and building, leading, and empowering high-performing teams to exceed expectations. Entrepreneurial spirited with experience building, launching, growing, and selling highly lucrative medical device distributorships. Lead mergers and acquisitions (M&As), acquire strategic partnerships, establish and maintain solid relationships, and negotiate major contracts. Collaborate cross-functionally to achieve desired results.

### SNAPSHOT OF CAREER HIGHLIGHTS

- ⇒ **BUSINESS DEVELOPMENT:** Co-launched and sold ABC Inc. along with global brand to XYZ Inc. for \$235M.
- ⇒ **BUSINESS TRANSFORMATION:** Led transition of underperforming region to achieve 96.2% YOY area sales growth.
- ⇒ **TEAM DEVELOPMENT:** Builder and leader of top-ranked teams that support extensive growth and maximize bottom line.

Mergers & Acquisitions (M&As) | Sales Management | Market Share Growth | National Account Leadership  
Infrastructure Design | Product Management | Project Management | Team Leadership & Development | Process Optimization  
Revenue Growth | Budgeting & Forecasting | P&L | Strategic Partnerships | Key Opinion Leaders (KOLs) | Time Management

### PROFESSIONAL EXPERIENCE

**XYZ INC.** | New York, NY | 2021-Present  
**Area Sales Director**

Direct regional sales across 7 western states including Nevada, Arizona, Utah, New Mexico, Colorado, Wyoming, and all of West Texas. Lead all business and sales activities throughout 2 divisions of XYZ's portfolio of Urology products. Supervise 9 territory manager direct reports, 1 clinical specialist regional manager accountable for 8 clinical specialists, and 1 regional manager responsible for 3 key account managers. Design and oversee key business processes, strategies, and programs.

- ▶ **Created successful infrastructure and led company integration tasks in partnership with executive leadership following XYZs acquisition of ABC, Inc. and key product; integrated major warehousing system; designed financial system and key business processes; coordinated strong sales force structure, developed sales strategy and sales compensation plans; drove business planning; created product literature.**
  - **Designed and launched robust training program and educated 350+ existing XYZ field staff on product line; created programs and materials across sales, marketing, physician training, and patient education for initial product launch.**
- ▶ **Transformed underperforming region within 1 year through outstanding sales leadership; achieved 101% to area sales plan for 2022; drove 650% YOY sales growth for product; gained status as #2 in annual sales growth out of all areas directors for 2022; grew Sacral Neuromodulation (SNM) business 72% YOY in 2022.**
  - **Expanded team from 5 clinical specialists to 8 clinical specialists, 4 direct report territory managers to 9 direct report territory managers; empowered team to meet and exceed key business objectives.**

**ABC INC.** | New York, NY | 2020-2021  
**Co-Founder | Board Member | US General Manager | US Director of Sales**

Built and launched US arm of ABC Inc. from ground up, division of ABC International; designed entire infrastructure including internal processes, procedures, programs, and strategies. Created logistics, sales reporting, and entire financial system. Onboarded, trained, and supervised administrative assistant and 2 regional managers. Managed \$15M budget. Directed legal and compliance, contracting and national accounts, and nationwide new product submissions. Served on Board of Directors.

- ▶ **Established US commercialization strategy to successfully bring product to market; partnered with executive team to develop sales strategy, sales messaging, coding/reimbursement strategy, fellowship/residency adoption strategy, and key opinion leader (KOL) targeting and messaging; created dynamic sales force structure; designed physician training program.**