**BUSINESS DEVELOPMENT | C-SUITE SALES | ACCOUNT EXECUTIVE**

***Exceptional ability to seek and set appointments with decision-makers and C-Suite.***

Dynamic sales leader with documented record of success developing and executing sales strategies that consistently exceed goals, and strengthen the company’s competitive position, while growing market share. Demonstrated excellence as an independent contributor and leading teams through significant growth from start-ups to large corporations. Recognized as a thought leader who builds strong and long-term collaborative relationships with customers and key stakeholders at all levels throughout organizations.

**AREAS OF EXPERTISE**

Sales/Marketing Strategy Business Model Development Prospecting & Cold Calling

Revenue Generation Customer Relationship Mgt Contract Negotiation

Market Research & Analysis Team Building and Leadership Product Launch

Conflict Resolution Resource Management Healthcare/Telemedicine

Medical Device Pharmaceutical Consumer Durables

**KEY ACCOMPLISHMENTS**

* **Delivered 10% to over 25% growth solutions** for 78% of clients at Ignition.
* **Established flagship customer base in 1 year**, facilitating company’s rise to a telemedicine market leader in tri-state area of Kentucky, Indiana, and Ohio at Medtech.
* **Achieved #1 sales ranking** among 65 cardiology sales representatives nationally at Abbott.
* **Achieved #1 ranking** **at Eli Lilly** among 520 representatives nationally, generating largest % increase in sales and #1 ranking in broad product portfolio in Women’s Health and Neuroscience business unit development in first year.
* **Recruited, hired, trained, and managed 150** national salespeople (USA, Mexico, and Canada) at Dorel.
* Awarded the Stanford University “**Outstanding Health Assessment**” award with **Guidant** for 2006
* Awarded **“Best Practice” award** for selling in the cath lab with **Guidant**
* Achieved the highest grade in the class for completing Abbott Vascular Vessel Closure training program
* Achieved **highest award in the class** for outstanding sales presentation performance for Wilson’s Learning, “The Versatile Salesperson” with **Guidant**
* Achieved **perfect score** of 100% regarding Star Close Deployment demonstration, only 100% score in the class, with **Guidant**
* **Awarded trip to Washington D.C. with Eli Lilly** to attend Tri-Med Mid Atlantic Conference
* Awarded distinguished **Tru-Serv “Salesman of the Year” award**
* **Completed Management in Action Seminar Series “Sales Force Management” Indiana University Graduate School of Business**

**PROFESSIONAL EXPERIENCE**

**KONICA-MINOLTA**, Columbus, IN2022 - Present

***National Sales Manager, Unified Communications***

* Managed, trained and coached sales team by conducting daily meetings and developing high-level skills such as message delivery, elevator pitch and closing questions.
* Developed and implemented CRM system along with % to quota reporting format for monthly and yearly, both adopted for national sales reports to top management
* Developed and implemented performance metrics, sales strategies, process improvements, policies and FAQ’s to contribute to long-term growth and success.
* Evaluated competition and developed comprehensive list of lead resources to gain an understanding of the organization’s position in the marketplace.

**IGNITION SALES CONSULTANTS, LLC**, Columbus, IN2011 - 2022

***New Business Development Executive, Independent Contractor, Owner***

**Accelerated companies to the next level in growth and profits**

* Grew client’s sale leads and pipeline, securing key decision-maker appointments, creating brand excitement through sales and marketing plans, and established a competitive value uniqueness for product or service offerings.
* Led strategy for start-ups and various clients to resolve sales and profitability challenges. partial client list includes, Sonar Med, Safe Care Tools (Anesthesia Tray), Didgebridge, LHP

and Medical Animatics.

* Consulted on generating qualified leads to grow the pipeline of prospects and secure appointments with decision-makers to create brand excitement and product value to set apart from competition.
* Advised clients on frameworks, such as building a sales organization, developing customer portfolios, drafting business plans, and creating and redesigning marketing brochures for presentations to CEOs and other stakeholders.
* Assisted clients in recruitment strategy/talent acquisition process to hire marketing and business development people.

**MEDTECH GLOBAL, USA**,Indianapolis, IN2008 - 2010

***Director of Sales, Telemedicine***

* Led development and pilot launch with one of the country’s largest skilled nursing facilities and grew telemedicine program from 1 facility to 6. Implemented Bluetooth technology to monitor remote patients for wound care, heart monitoring, weight gain, and depression.
* Hired/trained high-performing 8-person national sales team for advancing telemedicine market.
* Established a flagship customer base in one year, facilitating the company’s rise as telemedicine market leader in the Kentucky, Indiana, and Ohio that included *Trilogy*, *Masonic Homes*, and *Extendicare*.

**ABBOTT VASCULAR**, (formerly Guidant), Indianapolis, IN 2005 - 2007

***Account Manager***

* Achieved #1 sales ranking among 65 national cardiology sales representatives.
* Grew sales 40% with a product portfolio that included heart stents, dilatation, balloons, closure devices and guidewires.
* Developed expertise in bundling of products to generate bulk orders amounting to $250,000+.
* Acquired and turned around underperforming territory and increased sales by 18%.
* Conducted new product launches of stents and guidewires to Cardiologists, coordinated product stocking with purchasing/materials management in hospitals.
* Conducted over 175 CEU education and training workshops for nurses and technicians.

**ELI LILLY AND COMPANY**, Indianapolis, IN 2002 – 2005

***Senior Pharmaceutical Territory Manager***

* Achieved #1 ranking among 520 representatives nationally, generated the largest percentage of increase in sales and #1 ranking in Women’s Health and Neuroscience business unit development broad product portfolio within first year’s employment.
* Grew sales and product penetration of Evista, Prozac, Cymbalta, Cialis, Zyprexa, Strattera among general practitioners, internists, urologists, and obstetrician-gynecologists, representing a #3 globally ranked, $12B pharmaceutical company.
* Promoted from territory sales representative to senior sales representative within 9 months of employment.
* Selected as sales leader and mentor for message modeling to physicians, and sales representatives to optimize message delivery and closing techniques.
* Honored as a Runner Up for President’s Council

**DOREL, INC. (COSCO INC.),** Columbus, IN1987 - 2002

***Director of Sales and National Sales Manager***

* Collaborated with R&D to build products based on customer input to meet merchandising and price point needs, leading to significant sales increases with catalog showrooms, furniture chains, discount chains, drug chains, and mass merchandisers, including Lowes, Home Depot, and Target.
* Grew sales $50M within 5 years, utilizing sales force recruitment/development, yielding $75M.
* Spearheaded development/implementation of products exclusively for Home Depot, working with Home Depot’s senior management to generate sales growth from $295K to $12M within 6 years.
* Developed customer base including furniture, drug and grocery chains; big box retailers; hardware cooperatives; home centers; shopping channels; infomercials; Wal-Mart, Ace Hardware and Target.
* Supervised, hired, and trained national in-store “service” team of 50 people for major retailers.
* Orchestrated and conducted National Sales meetings with sales representatives in conjunction with the National Hardware Show and the National Housewares Show.

**EDUCATION AND PROFESSIONAL DEVELOPMENT**

**INDIANA STATE UNIVERSITY, Bachelor of Science in Marketing, Management**

HIPAA Certification

Certified CEU Instructor for Cath Lab

**Abbott,** Vascular Vessel Closure training program

**Eli Lilly,** Managing Your Business

**Indiana University Graduate School of Business, Sales Force Management**

**COMMUNITY ENGAGEMENT & OTHER INTERESTS**

**National Wildlife Federation,** **Certified Habitat Steward,** 2007 - Present

**Brown County Human Society**, **Fundraising Volunteer,** 2005 - Present

Member: Ruffed Grouse Society, Pheasants Forever, The Nature Conservancy, National Audubon Society, Quail Forever, Indiana Wildlife Federation,