**Aaron Landon**

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***Executive Summary***

**Accomplished and consistently high performing Sales Representative.** Fifteen years of sales representative experience across a variety of industries including eight years in Medical Devices. Proven track record of consistently meeting and exceeding sales targets in several types of sales roles including business-to-business sales, direct-to-patient sales, inside sales, and outside field sales. Extensive experience and proficiency in cold calling, business development, long term strategic account management, consultative/solution selling models from marquee companies, and customer training delivery. Demonstrated history in effectively using CRM technology and in developing customer business cases to increase sales in my assigned territories. Seeking a long term Sales Representative position in a high paced, challenging, and energetic environment, representing products and solutions that make a positive difference in peoples’ health.

**Expertise Includes:**

• Outside sales (7 years) • Software service sales

• Medical device and disposables sales (11 years) • Team selling

• Business-to-Business sales • CRM tools

• Direct-to-Patient sales • Inside and tele-sales

**Career Accomplishments Include:**

* Ranked #1 in President’s Club rankings at Medtronic Diabetes in 2016
* Finished in the top 10% of inside sales reps 5 years at Medtronic Diabetes
* Winner of 15 sales promotions awards in the past three years
* Grew the size of my Medtronic Diabetes territory by 10% in the past 24 months
* Exceeded monthly sales goals in 18 of 24 months at King County Publications
* Met annual sales targets in 2 of 2 years at Netdesk Corporation
* Seven years of excelling in business-to-business leveraging financial business cases to close sales.

***Professional Experience***

**Employer: Senseonics Location: Austin, TX**

A medical device startup company developing transformative glucose monitoring products (Eversense) that are designed to assist people in managing Type 1 or Type 2 Diabetes.

***Position: Inside Sales Specialist Tenure: 2019 – March 2020***

Inside Sales position covering Senseonic’s NE Region which includes NYC/Long Island, DC/Delaware, PA and NJ. Activities include extensive development and coordination of team selling campaigns to patients that inquired through Eversense’s website, cold calling campaigns, and customer consultation regarding benefits and advantages of Senseonic’s Eversense CGMS solutions. Worked extensively with physicians, physician offices, distributors, field sales and clinical consultants. Worked remotely in Austin, TX. Position eliminated due to Senseonics suspending US Commercial Sales in March 2020.

* Finished Q4 2019 and Q1 2020 at over 100% to plan despite challenging business environment
* Ranked #2 amongst all Inside Sales Specialist in Eversense CGMS shipments in Q4 2019 and Q1 2020
* Generated over $150,000 in total revenue during Inside Sales Specialist tenure.
* Converted 25% of all incoming, online leads generated for NE Territory (NYC/SLI, PA, NJ, DC/Delaware)
* Based on performance was selected to lead a pilot Sales Force CRM lead program

**Employer: Volstrukt, LLC Location: Austin, Texas**

Volstrukt, LLC. is provider of advanced cold rolled steel technology used to design and manufacture accessory dwelling unit frames.

***Position: Lead Sales Excecutive Tenure: 2018 – 2019***

As the Lead Sales Executive I sold *easy-to-assemble, machine-manufactured steel frame kits for homes, ADU's, Backyard Studios, Tiny Houses, and Mobile retail units*. The role included prospecting, client development, marketing strategy development, price negotiations, design consultation and customer issue resolution. The company laid off Austin team in August 2019 due to internal financial issues.

* Exceeded $100k in sales of fabricated steel frames in first 6 months.
* Developed over 10 new clients in first 6 months from web-based marketing strategy
* Implemented new sales strategy to manage and develop all web-base prospects
* Worked a customer base that included corporations and individuals looking to build accessory dwelling units for business and residence.

**Employer: Medtronic (Diabetes Division) Location: Los Angeles, CA, and San Antonio, TX**

Medtronic Diabetes is a medical technology company that develops, manufactures and markets diabetes-related capital and disposable products, marketing directly to physicians and patients.

***Position: Diabetes Therapy Sales Consultant Tenure: 2008 – 2018***

Inside Sales covering Medtronic Diabetes’ largest metropolitan territory (New York Metro). Activities include extensive coordination of team selling campaigns including physicians and patients, cold calling campaigns, patient up-selling, customer consultation regarding benefits and advantages of Metronic’s solutions. Worked extensively with physicians, physician offices, dealers, field sales and clinical consultants. Initially located in Los Angeles in 2008. Promoted and relocated in 20[10] to San Antonio to assist in opening a new sales operation.

* Finished Q3 2017 at 185% to sales goal
* Ranked #1 in President’s Club rankings in 2016
* Generated over $3 million in sales annually for eight consecutive years
* Exceeded 300% of target for pump sales in 2012, receiving top honors from management
* Based on performance was selected to lead a pilot web-based lead generation program

**Employer: King County Publications, Inc. Location: Seattle, WA**

King County Publications, Inc. is a regional network of ten community-based newspapers in the Greater Seattle Area.

***Position: Sales Account Manager Tenure: 2006 – 2007***

As a field-based Sales Account Manager I successfully achieved advertising sales targets by developing clients within the territory. The role included all aspects of account management including prospecting, client development, marketing strategy development, price negotiations, customer issue resolution, and client invoicing. The company was acquired and consolidated by a larger company in 2007, leading to the elimination of my position.

* Exceeded monthly sales targets in nearly every month employed, 18 of 24 months
* Developed four new clients into marquee accounts in one year, 33% over the target assigned by management
* Achieved top rep in 2007

**Employer: Netdesk Corporation Location: Seattle, WA**

Netdesk Corporation is a small business that develops and delivers Microsoft technical training programs to small, mid-sized, and large businesses within the Pacific Northwest.

***Position: Sales Representative Tenure: 2004 – 2006***

As an outside Sales Representative my role was to prospect and close new clients for Netdesk’s training solution. The role included cold calling, field-based prospecting, and negotiation of purchasing terms. After two years I voluntarily resigned from this position to seek a career advancement opportunity.

* Met sales targets in two of two years of service, narrowly exceeded the sales target in my second year
* Successfully closed several strategic accounts including Boeing, PACCAR, Washington Mutual, and Nordstrom
* Recognized by management as a “Rookie of the Year”

**Other Notable Positions:**

Employer: Aldridge & Willis Marketing. Position: Account Manager. Tenure: 2003 – 2004. Location: Seattle, WA

Employer: Varsity Communications. Position: Account Rep. Tenure: 2002 – 2003. Location: Seattle, WA

Employer: New Century Media. Position: Account Manager. Tenure: 2001 – 2002. Location: Seattle, WA

Employer: Entercom Portland. Position: Account Manager. Tenure: 2000 – 2001. Location: Portland, OR

***Education and Notable Certificates***

**Bachelor of Science in Communications,** Washington State University, Pullman, WA (2000)

* Performed duties of Director and Assistant Producer for a weekly public access cable program

**Microsoft Solution Selling Certification (2005)**

**Medtronic Solution Selling Certification (2010)**

***Personal Note***

I’m a highly competitive person and passionate sports fan (the Seahawks, WSU Cougars, Mariners and Spurs are at the top of my list). In my spare time I thoroughly enjoy going on runs of (slowly) increasing distances. I love great music and spending time with my five nieces and nephews.