

**Previous Business Development Initiatives; A Demonstration of Measurable Progress by:**

# **Andres Gonzalez, MBA**

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## **Medical Consultants Management - Deerfield Beach, Florida — *Marketing Director***

**INDUSTRY: PRIMARY MEDICAL CARE**

### **Business Development Initiative Goals:**

To capture prospects and convert them to patients for 19 medical center locations and increase annual revenue by 20% over 3 years

### **Creative Strategy Led by Andres:**

Established 3 different businesses to serve as strategic channels to bring prospects to the medical centers.

Included: Urgent Care Clinics (8 locations), Wellness Centers (9 locations), Social Services (6 locations)

### **Results Reached Goals? YES**

Patient population grew by 70% and annual revenue increased from \$45MM to \$65MM over 3 years (a 24% increase)

## **Bauman Medical Group - Boca Raton, Florida — *VP Business Development***

**INDUSTRY: COSMETIC SURGERY**

### **Business Development Initiative Goals:**

To capture prospects and convert them to patients for the "Hair Hospital" location and increase annual revenue by 30% over 5 years

### **Creative Strategy Led by Andres:**

Established 4 different entities to serve as strategic referral sources to bring new patient leads. Included:

Bauman Certified HairCoach Training Program (145 Graduates), Bauman Alliance (29 members), Bauman Consulting Division (14+ B2B projects), and the Bauman Philanthropic Foundation (501(c)(3)).

### **Results Reached Goals? YES**

New patients grew by 40% and annual revenue increased from \$15MM to \$21MM over 5 years (a 29% increase).

## **Metlife - Boca Raton, Florida — *Registered Financial Representative (FL Lic# E123206)***

**INDUSTRY: INSURANCE & FINANCIAL PRODUCTS & SERVICES**

### **Business Development Initiative Goals:**

To capture prospects and convert them to clients who purchase different financial solutions and increase annual revenue by 40% over 7 years

### **Creative Strategy Led by Andres:**

Formed a new invitation-only lead generation networking group that met monthly and is listed online:

ConstantCareNetwork.com Joined various local professional organizations including: Chambers of Commerce, Business Network International (BNI) and served on a non-profit Board Of Directors.

### **Results Reached Goals? YES**

New clients grew by 300% and annual revenue increased from \$50K to \$110K over 7 years (a 55% increase)