

# CARLOS L. MALDONADO

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## SUMMARY OF SKILLS

- Results-oriented and strategic sales executive with over seventeen years of experience in sales leadership, business development, territory development, marketing, market research, social media deployment, strategic planning, business administration, customer service, and client relationship management.
- Developed, delivered, and measured effectiveness of training programs, PPC, social media programs and events.
- Excelled in developing the sales team in all stages of the sales process, from prospecting and rapport building through closing the sale.
- Highly team-oriented with recognized leadership, initiative and communication strengths.
- Proven success maximizing revenue potential, increasing client retention levels, and expanding client base within highly competitive markets.
- Adept in creating unique approaches, work plans and programs that drive business growth (STP process).
- Proven analytical, conceptual, and strategic thinking capabilities.
- Formally trained in the Sandler Sales Training concept, Tyson Group and SPIN selling concept.
- Proficient in the use of CRM software (Salesforce, HubSpot), Gong, DialPad, SalesLoft, ZoomInfo, Definitive Healthcare and LinkedIn Sales Navigator.
- Veteran of the United States Armed Forces.
- Fully bilingual in both English and Spanish.

## EDUCATION

- 2004      BS in Business Administration and Professional Management,  
University of Miami, Coral Gables, Florida
- 2008      Master of Business in Public Administration, Nova Southeastern University, Fort Lauderdale,  
Florida

## EMPLOYMENT

Jan 2017 – Feb 2023      **Director of Business Development, Key Opinion Leaders-Healthcare Division, Dallas, TX/Florida (remote)**

Tasked with building and establishing a Business Development team of 7 business development representatives to generate new business of 10 million. Built and maintained strong, long-lasting customer relationships within the Acute, HHS and PAC Healthcare industry, operating as the lead point of contact for all matters specific to the customer journey. Ensured the timely and successful delivery of our software suite of solutions according to customer needs and objectives. Clearly communicated the progress of monthly /quarterly initiatives to internal and external stakeholders. Created sales plans and forecast reports and key account metrics. Identified and grew opportunities within territory and collaborate with sales teams to ensure growth attainment. Assessed market conditions to gain a clear idea of the surrounding market and execute sales and marketing plan. Grew and directed a sales team of 10 BDM and 1 marketing coordinator in all activities to make proactive decisions in all their communications. Developed strategic sales and marketing plans to gain new customer base and market share. Collaborated with the senior leadership team to ensure that marketing, business development, and sales strategies are all aligned. Oversight of organization's social media presence and digital

marketing, including the firm's new website, e-newsletters, blogs, and social media strategies. Tasked with selling enterprise level SaaS and DaaS healthcare solutions to Acute Healthcare Systems, medical research universities, medical device manufacturer, pharma, and life science organizations. Generated sales goal of \$4.7 million to budget. Achieved 100% sales to budget.

**Apr 2014 – Dec 2016    Executive Director, Academic Partnerships, Dallas, TX**

Tasked with major national accounts penetration and acquisition for the healthcare vertical. Consistently achieved 110% of my assigned goal sales budget. Developed new business development strategic sales plans for market penetration and growth. Obtained major accounts such as: Ohio Health System, The Cleveland Clinic, The MetroHealth System, Jackson Health System, UC Irvine, Baptist Health South Florida System, Alvarado Medical Center, generating over \$20 million in new business revenue. Responsible for organizing and delivering 10-15 on-site student recruiting events per month, describing innovative degree programs that will drive healthcare workers, primarily nurses, to enroll in the programs. Called on C-Level executives to establish an affiliation contract for full sales cycle (prospecting, presentation, proposal, close). Directly responsible for the hiring, training, and development of 6 area Account Managers in their duties and responsibilities, assisting them to achieve over 100% of their target goals.

**Feb 2012 – Apr 2014    Manager, Business Development, CCS Medical, Inc., Dallas, Texas**

Accountable for selling, promoting, and delivering a portfolio of products and services to accounts in targeted market segments, and contributing to overall sales and profit goals of \$500,000. Maintained and grew business by 110% within an assigned territory by developing an effective planning process (business plan, 30/60/90 day plan) and maintaining complete records of all high volume accounts, which include focused self-test markets and top healthcare providers. Met/exceeded customer expectations by sustaining regular contact and building superior relationships with key healthcare decision-makers and influencers. Promoted customer brand loyalty by participating in or joining regional or local professional organizations that served health care providers and or consumers. Demonstrated competency in the company's products and services by managing the entire sales process, presenting (oral and written) all aspects of the company products, maintaining working knowledge of existing marketing programs. Built CCS Medical image as a leader in providing medical supplies by engaging in promotional activities and by attending conventions, meetings, and symposiums, as directed. Managed sales team of 3 Account Executive in the accomplishment of their stated goals, providing training, coaching and accountability.

**Jul 2008 – Dec 2011    Account Executive, Stryker, Miami, Florida**

Inherited a \$1.6 million virgin territory targeting a viable medical community throughout Florida and the Caribbean. Sold surgical instrumentation and endoscopy products throughout an expansive sales territory. Targeted and generated sales leads with medical professionals and academic thought leaders. Serviced accounts exercising a technical knowledge of products and market segments. Developed a business plan and implemented strategic tactics that achieved 100% assigned goals. Worked with customers, engineers, product specialists, and the manufacturing team to ensure the highest levels of customer satisfaction. Penetrated competitive accounts and stayed informed of competitive products and activities. Generated monthly reports detailing forecasted business and significant sales situations. Cultivated relationships with key physicians and surgery room clinicians and generated new business through delivery of discovery meetings, lunch & learns, and annual education lectures and seminars.