

Contact

www.linkedin.com/in/tmbarbadillo
(LinkedIn)

Top Skills

Public Speaking
Leadership
Research

Languages

Creoles and pidgins, English-based
(Native or Bilingual)
Spanish (Limited Working)
French (Limited Working)

Certifications

Costigan Sales Methodology (New Velocity)
Social Selling Certification
Leadership Essentials
Salesforce Bootcamp - Sales Cloud, Service Cloud, Community Cloud, Platform (Force.com)
Organizational Development and Transformation

Honors-Awards

Research Fellow
CDC Undergraduate Scholar
Dean's Honors List
Enterprise Leaderboard - North America
Sales Excellence Simulation Winner

Mahana Barbadillo

Director, Sales Enablement @ Phreesia Life Sciences
New York, New York, United States

Summary

Highly driven sales leader passionate about delivering human-centered healthcare at scale with software.

At Phreesia Life Sciences, we work with leading pharma brands and agencies to curate digital health content for patients and ultimately drive lifesaving health outcomes.

Experience

Phreesia Life Sciences
Director, Sales Enablement
May 2022 - Present (8 months)
New York, New York, United States

Phreesia Life Sciences partners with pharmaceutical manufacturers and their media and creative agencies to deliver targeted media to clinically relevant patients and gather patient insights to inform strategic business decisions.

As part of the Phreesia Life Sciences leadership team, I design, implement, and manage our sales enablement, field readiness, training and onboarding programs.

The Client Experience team works with leading brands and agencies to curate digital health content for patients and drive lifesaving health outcomes.

RevGenius
Ambassador
August 2020 - Present (2 years 5 months)
New York, New York, United States

RevGenius is a think tank community of revenue-generating sales and marketing professionals brought together to learn, share, support, and grow with each other. You can consider us your alt work family!

CipherHealth

2 years 8 months

Sales Enablement & Training Manager

August 2020 - May 2022 (1 year 10 months)

New York, New York, United States

My role has expanded to build out Sales Enablement as its own discrete function and team at CipherHealth.

- * Sales Readiness Programs to maximize sales effectiveness and productivity (e.g. CipherHealth WayToSell™)
- * Sales Training and on-boarding for new skills and continuous development; best practices trainings and rollouts for our sales stack (e.g. Sales Certifications)
- * Sales Content + Tool Development for field support aids that improve sales execution (e.g. Prospecting Information Guide, Solution Scoping Guide, Collaboration (Close) Plans, Value Capabilities Map)
- * Sales Coaching Cadences to foster 1-1 partnerships between AEs/BDRs/ Sales Leaders/Sales Enablement to improve planning and execution (e.g. Coaching Templates)

Sales Training Manager

October 2019 - August 2020 (11 months)

San Francisco, New York City, Nashville

As part of Sales Operations, I lead the sales readiness and training function at CipherHealth, the leading healthcare digital engagement software company.

I am responsible for the learning and development of our national sales organization with a focus on skills development, go-to-market and new product/solution launches, and sales systems process improvement and best practices (Salesforce CRM, SalesLoft, DefinitiveHealthcare, LinkedIn, PostBeyond)

Salesforce

Account Executive, Healthcare and Life Sciences

October 2018 - October 2019 (1 year 1 month)

San Francisco Bay Area

Salesforce Healthcare and Life Sciences specializes in partnerships with healthcare provider, med device, pharma, biotech, and payer organizations undergoing practice and technology transformation. With Health Cloud, a comprehensive suite of products, Salesforce drives productivity, collaboration, and accountability across multidisciplinary and multi-location teams.

As an Account Executive, I worked as a trusted advisor for my customers in guiding change management processes required for digital transformation happening in industry. Salesforce ultimately aims to work to align around and help leaders navigate a shifting landscape in delivering on consumer-centric, value-based, and personalized healthcare services.

CipherHealth

Account Executive, Government and Strategic Initiatives

June 2017 - October 2018 (1 year 5 months)

San Francisco, California

Founded in 2009, and based in New York City, CipherHealth develops and implements patient engagement healthcare software solutions that utilize clinical data to improve care quality and resource efficiency in a health care system, while delivering real-value to healthcare providers and patients alike.

CipherHealth was recently been named the #1 Overall Best Place to Work in Healthcare by Modern Healthcare two years in a row, in addition to the KLAS #1 Patient Outreach Technology and KLAS #1 Rated Digital Rounding Vendor.

I was recruited as the only senior Account Executive based in the new San Francisco office, CipherWest. I developed and executed a national go-to-market strategy for partnership development with Federally Qualified Health Centers (FQHCs), state and local health departments and agencies, and hospitals and health systems participating in Delivery Reform System Incentive Payment Programs (DSRIP-Medicaid 1115 Waivers). My work largely focused on driving system-level change across the U.S social safety net which largely serves patients in underrepresented communities.

As an individual contributor, I scoped, managed outreach, and attended over 8 local, state, and national conferences/tradeshows based around value-based contracts and policies, patient and consumer-centric care, and Medicaid and nursing innovation to develop relationships with prospects and clients, and execute outbound sales and marketing campaigns resulting in pipeline and revenue acquisition.

I wore many hats and had the privilege of straddling the sales, business development, and marketing team, and partnering most closely with senior leaders. I contributed to developing new content like market specific product overviews, collateral, and blog posts. In addition, I developed scalable internal

processes around LinkedIn Sales Navigator, Event Outreach, and rolled out the Sandler Methodology to the sales team.

LinkedIn

Enterprise Business Development Representative

January 2016 - June 2017 (1 year 6 months)

San Francisco Bay Area

The LinkedIn Sales Navigator deployment in my tenure with Oracle framed my foundation for relationship-based solution consulting and ultimately enabled me to be recruited to join the LinkedIn enterprise sales team. I successfully leveraged this tool for prospecting and managing relationships with customers at Oracle, I had managed to grow my SSI to a Super user status so I knew I'd have fun taking the product to market.

My sales team segment focused on enterprise Fortune 1000 customers for Sales Navigator Team and Enterprise.

With a company focus on transformation of self, of the company, and of the world, I was coached from sales professional into a business leader. Working among the brightest minds and innovative team and partnering with Fortune 1000 enterprise companies provided a platform to understand what's at stake for organizations in the age of digital information, also known as the Fourth Industrial Revolution.

I also joined LinkedIn at an exciting time and was a part of the compelling \$26B acquisition by Microsoft. Innovative synergies and cross pollination between the products and teams began with Microsoft's CRM - 360 Dynamics.

With LinkedIn's single largest and most up-to-date source of data on the world's organizations and their employees, sales professionals are equipped with the insights and commercial knowledge required to build lasting business relationships in today's B2B world. The end goal mission is to influence every relationship driven sale and partnership for customers.

Oracle

Applications Sales Executive, Oracle HCM

June 2014 - January 2016 (1 year 8 months)

World Headquarters - Redwood City, CA

My manager and mentor at the UC Berkeley Haas School of Business advised me to start my career in technology and specifically SaaS software because she knew I had the people skills and insights needed to solve complex business problems of today.

I was drawn to start my career at Oracle because its founder and technology leader, Larry Ellison, purchased the Hawaiian island Lanai for \$300M in 2012. Lanai happens to be the place I spent most of my life growing up far away from the “Mainland” where a whole new world was waiting for me.

Mr. Ellison acquired my paradise island of a home in pursuits of creating a utopian lab for advanced technology including data-driven sustainability, health, and wellness.

In this context, Oracle ultimately broadened my horizons to a global supply chain, economies of scale, and shifting technology landscape into the cloud, so what a better place for me to start my career than in the software bubble that is Silicon Valley.

The Oracle Sales Academy provided a thorough foundation of sales techniques, processes, and strategies like cold/warm calling, directional line of questioning, Sandler, Costigan, simulations, the whole nine yards. We studied curriculum on hardware and software as well as the history of the evolution of Oracle technology through innovation, bullish competition and acquisition.

As an Application Sales Executive, I managed full sales cycles from prospecting to close supporting enterprise customers in the Pacific Northwest, ranging from 200 employees to 80,000 employees.

Oracle Human Capital Management solutions help clients modernize and streamline their HR processes supporting the entire employee lifecycle, from talent acquisition (recruiting) and onboarding, to performance management, compensation, benefits, and succession planning. Oracle offers both Cloud and on-premise solutions, including Core HR, Applicant Tracking Systems, and Talent Management, which areas I specialized as far as solution consulting.

University of California, Berkeley, Haas School of Business
Program Management and Sales Associate - Executive Education
Programs

May 2012 - May 2014 (2 years 1 month)

Berkeley, California

Berkeley Haas has legacy of producing changemaking innovators across disciplines, and our deep relationships with the Bay Area's most exciting companies, means that we equip leaders with the mindsets and skills to succeed in the complexity of today's business environment. Executive Education at Berkeley Haas leverages the best resources of the world's #1 public university and the surrounding business ecosystem, and embraces the Haas mission to develop leaders who question the status quo, think beyond themselves, and redefine how we do business.

In my role at Haas, I assisted in program development and sales for executive education programs including executive MBAs and custom programs for Silicon Valley executive teams. Programs included subject matter including product management, product marketing bootcamp, healthcare innovation, and managing a shifting workforce.

UCSF Medical Center

Policy Analyst

September 2013 - January 2014 (5 months)

San Francisco Bay Area

The Compendium of State HIV Testing Laws at www.nccc.ucsf.edu began as a medical student research project at the National HIV/AIDS Clinicians' Consultation Center (NCCC) of the University of California, San Francisco (UCSF) at San Francisco General Hospital. It was initially posted online in 2005 after collating state HIV testing laws and administrative codes accessed by LexisNexis. For the following three years, the Compendium underwent intensive periodic revision by research interns, who searched for relevant state HIV testing

I worked as an analyst to research state HIV testing laws and incorporate them into the original framework of individual state profiles with summary tables. Interns solicited feedback from UCSF faculty members, government officials, state HIV/AIDS program directors, state public health counsels, and policy experts.

GMHC

Community Health Researcher

June 2013 - August 2013 (3 months)

Chelsea, New York

GMHC is the world's first and leading provider of HIV/AIDS prevention, care and advocacy. Building on decades of dedication and expertise, we understand the reality of HIV/AIDS and empower a healthy life for all.

As a researcher, I conducted literature reviews on risk behaviors among young adults in New York City and developed an original survey instrument to conduct a community-based needs assessment around education, risk behaviors, and prevalence of HIV.

I managed focus groups to collect qualitative data measuring the impact of a young adult education program and constructed a resource guide for young Black MSM living in New York City.

H.K. Baird Theatre

Musical Director, Vocal Coach

May 2008 - May 2010 (2 years 1 month)

As a musical director, I planned 10 week rehearsal schedules and performances with casts of 20-30 actors. During vocal instruction, I taught young musicians proper singing technique with SATB scores and provided piano accompaniment during rehearsals and performances.

I also assisted stage directing in movement, stage combat, character development, improvisation techniques, proper vocal projection, and theatre etiquette

Productions Directed:

- » Kilroy was Here (May 2008)
- » Wipeout! (Dec 2008),
- » Into the Woods (Abridged) (May 2009)
- » Saga of the Golden Horseshoe (May 2010)

The Covina Center for the Performing Arts

Professional Actor and Singer

March 2008 - May 2010 (2 years 3 months)

Greater Los Angeles Area

Height: 5'11" Weight: 180lbs. Large/Muscular Build. Black Hair. Brown Eyes.

Accents: Standard American, French, Southern American

Role Playing Ages: 17- 27

Vocal Range: Tenor (G2 - C5) Chorus and Solo Singing (7 years of Private Training)

Singing Language Proficiency: French, Latin, Italian, German, Spanish
Instruments: Piano (10 years of Classical Training), Clarinet (3 years of Orchestra)

Selected Musical Theater Performances

- » "Oklahoma!" (2007) - Curly McLain (Principal)
- » "Annie" (2008) - Rooster (lead)
- » "A Funny Thing Happened on the Way to the Forum" (2009) - Miles (lead)
- » "Joseph and the Amazing Technicolor Dreamcoat" (2010) - Joseph (U/S - Principal), Issachar
- » "Scarlet Pimpernel" (2010) - Percy (lead)

Selected Classical Performances

- » Gabriel Faure - "Cantique de Jean Racine" (2007, 2011), Disney Music Hall, Downtown LA
- » George Frideric Handel - "Messiah" (2008, 2012), Citrus College
- » Carl Orff - "Carmina Burana"(2009), Citrus College
- » Mahler - "Symphony No. 2" (2012)
- » Brahms - "Alto Rhapsody" (2012)

Education

University of California, Berkeley

Bachelor of Arts (B.A.), Social Welfare, Minors in Public Policy and Music;
Completed Pre-Medical Prerequisites

Columbia University in the City of New York

Public Health Research Scholarship

Charter Oak High School

International Baccalaureate Diploma Programme, Biological and Physical Sciences