

DIRECTOR OF BUSINESS DEVELOPMENT

Career Focus

Business Development Award-winning sales & marketing executive with extensive experience in growing and exceeding sales in multi-million dollar business operations in the food and beverage industries, financial services, and pharmaceutical industries. Pragmatic and results orientated, with a focus on bottom line results, and have a proven track record of achieving and exceeding the standards of performance set out for any sales project. Skilled in utilizing technology as a tool to improve organizational efficiency. Seeking an executive management position in Business Development.

Summary of Skills

- SkillsExperienceTotal YearsLast Used
- Microsoft Office SuiteExpert
- Quicken/ Quick BooksExpert
- Adobe Creative SuiteExpert
- Microsoft ProjectExpert

Professional Experience

03/2014 to Current

Company Name - City , State

- Responsibility for growing the Baptist Portfolio of eleven outpatient facilities in the Fort Lauderdale market.
- Developed business plans and initiatives to assess new markets, and analyze business opportunities.
- Developed programs that are aimed at improving relationships with physicians by understanding practice patterns, promoting relevant new services, and providing training.
- Cultivated strategic partnerships to develop and enhance business alliances for Baptist Health South Florida BHSF).
- Evaluated and analyzed sales data and provide recommendations to overall business planning strategies.
- Actively worked with cross-functional teams to meet sales goals according to P&L.

03/2013 to 03/2014

Director of Business Development Company Name - City , State

- Formed strategic partnerships and negotiated contracts with mass retailers and distributor's which resulted in the Greenie Tots product line being sold in national Fortune 500 accounts.
- Managed the sales and marketing department, which consisted of employees and vendors.
- Conducted and oversaw recruitment & training and development Developed new retail and institutional accounts nationwide by prospect identification, execution, proposal development, proposal delivery and contract negotiation.
- Strategically positioned the Greenie Tots brand to be recognized as superior to the national brands which resulted in increased market share and additional retail placement vs.
- the well established national brands and other major industry players.
- Oversaw the online /retail marketing campaigns that resulted in increased traffic to the company website/store and increased brand awareness at the retail level.
- Developed company wide incentive performance plan which motivated staff and resulted in a 200% increase in sales.
- Managed new and existing accounts by constantly developing new strategies to help them reach their full potential and to ensure consistent recurring revenues.

08/2003 to 03/2013

Pharmaceutical Sales Representative 2 Company Name - City , State

- Responsible for a portfolio of billion dollar revenue medications including Lipitor®, Viagra®, Celebrex®, Lyrica®, Chantix®, Toviaz®, and Premarin® to increase market base and change physician prescribing habits.

- Effectively leveraged resources within a fixed budget to increase sales and add value to a difficult to access, high volume, urban customer base.
- Created regionally recognized sample model for Celebrex that resulted in increased sales and reduction in sample utilization.
- Lead by example in sales performance and territory impact, which allowed for additional Regional responsibility including advising on customer targeting strategy, how to effectively launch products in a high managed care environment, and strategies to effectively differentiate our product offering from the competition.
- Implemented strategic plan for "hard to see" physicians by understanding the intricate details of how they operated their office and well as their compensation strategy.
- Delivered effective sales presentations to doctors and key influential staff including: Primary Care, Neurology, Endocrinology, Orthopedics, Pain Management, Podiatry, OB-GYN's, Dermatology, & Gastroenterologists Conducted managed care pull-through initiatives for plans including Humana, Aetna, Cigna Medicaid, & United Built relationships with key P&T members which attributed to positive formulary acceptance of the following products: Relpax, Bextra, Celebrex, & Lyrica.
- Product Experience: Aricept, Bextra, Caduet, Celebrex, Chantix, Exubera, Lipitor, Premarin, Pristiq, Relpax, Toviaz, & Viagra Winner: Florida South Turn Up The Heat Contest, Top Performer Award (2007, 2006, 2005, & 2004).

01/2002 to 08/2002

Intern Company Name - City , State

- Developed and maintained monthly expense budget reports for entire Managed Care sales force (NHO) to evaluate budget spending & allocation of resources.
- Utilized Sherlock NHO software to analyze formulary status for the Cluster and created reports to emphasize formulary growth & decline.
- Developed & spearheaded a community health fair targeted at the Hispanic community in Harlem, NY to educate indigent patients on improving their health.
- Worked with many external partners City of New York, Veritas, Local churches, & Media (Radio, Newspaper, amp; Television).
- Assisted in the design, development and implementation of branding the Manage Care division of Pfizer by developing a logo that represented the team.
- Executed by partnering with an outside advertising agency as well as having internal focus panels to insure the logo represented the cluster Trained new intern hires in the NHO division on the policies and procedures as well as assisted them in getting acquainted with their new job assignments.

Education

August 2003

MBA : Business Administration Florida A&M University - City , State Business Administration

August 2003

BS : Business Administration Florida A&M University - City , State Business Administration

Skills

Adobe Creative Suite, advertising, agency, branding, Budgeting, budget, Business Operations, business planning, business plans, community health, contracts, Contract Negotiation, Customer Relationship Management, delivery, Dermatology, Endocrinology, Finance, focus, functional, GYN, Human Resources Management, Leadership, logo, marketing, market, access, Microsoft Office Suite, office, Microsoft Project, Neurology, Newspaper, Orthopedics, Pain Management, policies, presentations, Primary Care, Procedure Development, Product Development, proposaldevelopment, proposal, Quick Books, Quicken, Radio, recruitment, retail, Sales, strategy, strategic, Strategic Planning, Television, Veritas, website