

BUSINESS DEVELOPMENT CONSULTANT

Summary

Experienced Life Science Sales and Marketing specialist with track record in growing customer base and maximizing sales. Motivated and ambitious with ability to increase business opportunities through dynamic marketing strategies and effective communication. Able to use analytical skills and industry knowledge to develop innovative strategies for success.

Skills

- Business Development
- Account Management
- Competitive Analysis
- Prospecting/Cold Calling
- Knowledge of Drug Development Cycle
- Sales and Marketing Strategizing
- Market Research and Analysis
- Marketing Management
- Event Planning
- C-level Presentations
- RFP/RFI/Bid Preparation
- Public relations

Experience

Business Development Consultant Mar 2018 to Current

Company Name - City , State

SGW Pharma Marketing is a B2B life science marketing agency focused on connecting drug development companies with target audiences (development partners, investors, service providers etc.) by developing and managing integrated, full circle marketing programs .

- Oversaw business, client and vendor negotiations.
- Effectively directed internal marketing, communications and sales support staff.
- Improved marketing plans, sales strategies and customer relations to maximize business development.
- Leveraged industry trends in client markets to shape value-added solutions and approaches for key audiences.
- Streamlined operational efficiencies, developed sales tracking reports for planning by executive team.
- Maintained strong understanding of competitors, their offerings and their presence across globe.

Account Executive Oct 2017 to Feb 2018

Company Name - City , State

American Laboratory Trading provides asset management services and high-quality refurbished laboratory equipment to clients in the life science academia and industry

- Promoted business growth in NC by maximizing existing client relationships and identifying new business opportunities through cold calling, networking, marketing and prospective database leads
- Completed daily outbound calls, up to 50 calls per day
- Discovered new opportunities to grow and expand inventory of products through product acquisition
- Successfully increased monthly sales revenue by 75% each month
- Kept detailed records of daily activities and client relations through Salesforce.com

Southeast Sales Executive Apr 2016 to Sep 2017

Company Name - City , State

SGS Life Science Services is a global leader in R&D and Quality Control testing services for the pharmaceutical, medical device and biopharmaceutical industries.

- Prospected and conducted more than 45 face-to-face sales calls per month with business executives and directors throughout assigned territory.
- Successfully acquired average of 1.5 new customers per month achieving 108% of total Revenue Target for 2016.
- Represented the company at focused industry trade show and/or networking events.

- Attended monthly sales meetings and quarterly sales training.

Manager, Business Development Feb 2013 to Apr 2016

Company Name - City , State

Advantar Labs (now part of Eurofins) is a GMP contract laboratory specializing in small and large molecule drug development programs.

- Secured new business by building strong client relationships and cultivating a deep understanding of sponsor needs.
- Initiated two key partnerships which resulted in 47% revenue growth.
- Successfully developed and planned relationship cultivating events to promote growth resulting in expansion of clientele base by 35%.
- Developed innovative and targeted marketing strategies to support overall branding objectives. Played key role in the addition and launch of new service offerings
- Maintained up-to-date knowledge of industry, target accounts and competitive landscape.

Account Manager I Sep 2011 to Feb 2013

Company Name - City , State

Cirrus Pharmaceuticals (now Recipharm) is a contract product development company assisting biotechnology and pharmaceutical companies with dosage form development projects, specifically inhaled dose products.

- Developed strategies to drive partnering with 8 new clients in 2012 and grew underdeveloped territory with no existing contacts or leads.
- Represented company at professional trade shows and conferences as subject matter expert; held information sessions and made presentations to win new business
- Identified and grew an adjacent, untapped market. Able to secure new business within 4 months of starting role
- Served as liaison between customer and Cirrus' project management team, scientific leaders and executive management to allow for seamless project initiation

Sales Consultant Apr 2011 to Sep 2011

Company Name - City , State

Tarheel Media Solutions provides marketing and advertising solutions to small businesses in North Carolina.

- Established new customer accounts through perseverance, dedicated cold calling and exceptional service.
- Demonstrated products to show potential customers benefit/advantages and encourage purchases.
- Researched and customized service proposals for clients.
- Consistently met and exceeded sales goals by 20%.

Fundraising and Marketing Intern Oct 2010 to Mar 2011

Company Name - City , State

The Muscular Dystrophy Association is a nonprofit health agency dedicated to curing muscular dystrophy, ALS and related diseases by funding worldwide research

- Supported Fundraising Director in organization and management of all activities associated with community fundraising events.
- Cultivated relationships with community leaders, businesses and local citizens in effort to draw attention to MDA and add new donors/volunteers.
- Gathered and analyzed cultural, educational, social and demographic data about the community to guide local program development.

Education and Training

Bachelor of Science , Chemistry 2009 University of North Carolina Wilmington - City , State , United States

- Minor in Spanish

- GPA 3.45

Skills

Proficient with Salesforce, Oracle, ACT!, SharpSpring, Microsoft Office, MailChimp, Pardot, Yammer, Google Chrome, Skype Business, GoTo Meeting, LinkedIn, Twitter, Marketing Automation Software, Lead Generation Software, CRM Systems, Concepts & Applications of Chemistry, Contract Research, Analytical Lab Equipment