

## Kevin A. Sanford, MBA

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### SUMMARY OF QUALIFICATIONS

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Business manager with a global perspective developed in product management role in a large global organization, and living abroad. Highly motivated leader who is a self-starter with abundant creativity, strong quantitative skills with proven success in generating profitable sales, working across borders, cultures, and functions. Designed and delivered initiatives in cost reduction, demand creation, launching successful new products. Knowledgeable in valuation methodologies and advanced financial modeling. MBA in Marketing and Entrepreneurship, University of Illinois.

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### PROFESSIONAL EXPERIENCE

**BAXTER HEALTHCARE**, Deerfield, IL

05/12-Present

**Sr. Product Manager** -BioPharma Solutions

Marketing manager responsible for brand marketing efforts relating to EP3, and business development activities.

- Lead the marketing and sales efforts for the EP3 business (B2B Enhanced Packaging) to develop marketing plans and bring new deal opportunities to fruition.
- Development and execution of EP3 brand activities supporting objectives such as NPS improvement, brand awareness and compliance.
- Support sales organization providing assistance in assigned accounts, developing sales tools and formulating strategy.

**QUEENS COLLEGE**, Flushing, NY

09/09-Present

**Adjunct Marketing Professor** -Economics Dept:

- Design, develop, and execute teaching plans that instruct and evaluate undergraduate students on marketing principles and marketing strategy. Utilize case studies, marketing experts and group projects to provide additional value and practical experience to students.

**ROCHE DIAGNOSTICS**, Indianapolis, IN

01/08-02/11

**Account Manager** (2009-2011)

Account Manager responsible for achieving quarterly sales goals, implementing marketing strategies, building business plans.

- Negotiated \$3.7M deal with largest and most prestigious IHN in Long Island, New York; coordinated VIP presentation to engage customers during product launch. And conducted strategy sessions with Sr. leadership.
- Created and maintained competitive intelligence file, group purchasing organization information and regulations, and customer profiles.
- Secured contracts with at-risk customers through implementation of marketing programs

**Cardiac Products Marketing Manager** (2008-2009)

Manager tasked with launch responsibilities and implementing tactical marketing plans.

- Contributed to the development and execution of annual marketing plan for coagulation portfolio of products including, market development strategy, budgeting process and sales training plan.
- Successfully lead team which launched new connectivity product into hospitals overcoming significant regulatory, manufacturing, and organizational challenges, resulting in stoppage of \$229,000 per month missed opportunity.
- Identified \$7MM business opportunity through field travel with sales force and global product development to assess developing business trends and understand customer requirements.
- Managed inventory forecasts with an excellent accuracy in spite of regulatory and constant demand fluctuations. Reduced overall scrap costs through innovative ideas of splitting costs with other department or deleting underutilized products.
- Developed rigorous new product training interacting directly with Sales and Sales Training to create a comprehensive and traceable new-product training program resulting in better preparation of field force, as well as a tracking tool to provide feedback from account managers.
- Created internal and external communications, developed sales aids for field use, product updates which help keep the field force and customers up-to-date on product information and competitor activities.

**PHADIA (PHARMACIA DIAGNOSTICS)**, Ontario, CA, USA

02/07-01/08

**Clinical Sales Account Manager**

Account Manager responsible for achieving quarterly sales goals, implementing marketing strategies, building business plans specific to assigned territory.

- Coordinated with Marketing Operations and Sales Management, launch product in territory building momentum and implementing pre-defined sales and marketing strategies increasing sales 16%.
- Performed cost reduction analysis to maximize territory spending by exploring alternative suppliers, co-promotional opportunities which identified a cost savings \$100,000.

- Selected focus group participants working directly with Marketing Operations and Sales Management which aides in regional business planning and budgeting.

**DEARBORN ASSOCIATES**, Los Angeles, CA

**07/06-01/07**

***Marketing Consultant***

Consultant tasked with product management responsibilities to design marketing programs and deliver sales results for entrepreneurial firms.

- Leading major new product initiative from concept to market that will gain company entrée into consumer pre-packaged software market; conducted competitive analysis, conceptualized product and packaging, leading brand positioning development, planning promotions, and devised sales plan that expects to deliver sales estimated at \$500,000 in year 1.
- Developed concentrated marketing plan including loyalty program for professional brokerage firm that increased revenues 17% over previous year with repeat business.
- Created marketing communications collateral pieces including executive biographies, and sales letters.

**GLAXOSMITHKLINE**, Los Angeles, CA

**06/03-06/06**

***Sales Representative***

Executed marketing strategy in local hospital, specialty and office-based primary care.

- Winner of consecutive President's Club Awards for years 2004 & 2005.
- Strategically managed a product portfolio exceeding goals, consistently achieving superior growth in market share and as high as 10% for assigned products.
- Analyzed third-party data to segment customers, track business growth, and define new areas of opportunity in maintaining a consistent national top 10% percent ranking in division.
- Utilized \$60,000 budget to develop and implement tactical rapid awareness promotions increasing top-of-mind awareness for mature product which grew share 4.1 points in one quarter.

**AIRBORNE EXPRESS**, Chicago, IL

**09/90-03/03**

***Field Services Supervisor*** (2002-2003)

***Courier*** (1990-2000)

Managed operations, trained couriers, resolved customer complaints.

- Worked on cross-functional team which included members from Sales, Customer Service and Union Reps organized to improve operational efficiencies and deliver on customer expectations.
- Improved courier performance by conducting training rides which resulted in increased effectiveness in the field, lowered wage costs, and increased guaranteed-delivery metrics. Developed sorting method that reduced costs by \$50,000 annually.

**UNIVERSITY OF ILLINOIS**, Champaign, IL

**10/00-09/02**

***Research Analyst*** (5/01-9/02)

***Consultant*** (10/00-8/01)

Consultant in student-run consulting group that helped businesses solve strategic and business problems.

- Conducted secondary research, and a feasibility assessment to benchmark the market potential for a mobile gas chromatograph unit which identified 20% increased distribution potential in category.
- Conducted primary and secondary research of illiterate and international consumers; moderated interviews; transcribed and analyzed data identifying trends and preferences which resulted in increased understanding of targeted segment of consumers, and brand planning.

**MILITARY**

**US ARMY & ARMY RESERVE**, Homewood, IL (Desert Storm Veteran)

**11/87-09/91**

***Civil Affairs Specialist***

- Awarded Army Commendation Medal for outstanding service during attachment to Special Forces unit.
- Organized and conducted combat training classes resulting in increased combat readiness.

**EDUCATION**

**UNIVERSITY OF ILLINOIS**

***MBA: Marketing***—Urbana ('02)

***BA: Communication***—Chicago ('96) *Significant coursework in Engineering Sciences*

**INVESTMENT BANKING INSTITUTE ('11)** *Intensive financial modeling and valuation course*

**Additional:** VP- Marketing- NSHMB, National Black MBA, Conversant in French and Spanish