

TOM HICKMAN

Award-Winning Medical Device Sales & Business Development

Strategic Sales at the Forefront of Healthcare Innovation

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Sales Awards



STORZ
KARL STORZ—ENDOSKOPE

Thomas Hickman

\$4 MILLION CLUB 2007
\$5 MILLION CLUB 2008

TOTAL ANESTHESIA SALES 2010
TOTAL NEUROLOGY SALES 2010

100% OF QUOTA 1999
100% OF QUOTA 2001
100% OF QUOTA 2002
100% OF QUOTA 2004
100% OF QUOTA 2006
100% OF QUOTA 2007
100% OF QUOTA 2008
100% OF QUOTA 2010



THOMAS HICKMAN

Sales Awards



Kudos



"This level of collaboration, teamwork, competitive fire resulting in exceeding customer expectations needs to become the norm. Congratulations and thank you."

Charlie Wilhelm
President/CEO

Karl Storz Endoscopy America

"...our ROI will be much quicker than we may have anticipated due to all of your efforts...The customer has felt this cohesiveness and professionalism and you're to be commended for this team approach.

Your expertise and integrity, customer always comes first attitude...the entire team is to be congratulated in what I call 'A TEXTBOOK PERFORMANCE. This is the way it's supposed to work.'

Jeff Cully
Eastern Area Sales Director
Karl Storz Endoscopy America

From: Wilhelm, Charlie
To: Cully, Jeff; Hickman, Thomas; Wells, Rick; Sapp, Robert; Epifane, Tony; Sayago, Sady; Brandt, Jamie
Cc: Lersch, Jeffrey; Simmons, Doug; Bagley, Richard; Deeb, Bill; Martin, Steve; Bream, Devon
Subject: RE: Site Visit
Attachments:

Thank you to everyone involved. Jeff labeled this "textbook" which is on point; another description is "benchmark". This level of collaboration, teamwork, competitive fire resulting in exceeding customer expectations (Becky) needs to become the norm.

Congratulations and thank you. ☺

CW



From: Cully, Jeff
Sent: Thursday, August 24, 2006 7:40 AM
To: Hickman, Thomas; Wells, Rick; Sapp, Robert; Epifane, Tony; Sayago, Sady; Brandt, Jamie
Cc: Lersch, Jeffrey; Wilhelm, Charlie; Simmons, Doug; Bagley, Richard; Deeb, Bill; Martin, Steve; Bream, Devon
Subject: RE: Site Visit

Team,

This is a great news story coming from Duke. Tom, thank you very much for forwarding this on. I am extremely pleased at how the team has been able to develop, manage and capitalize on our investment at Duke. It appears that our ROI will be much quicker than we may have anticipated due to all of your efforts.

First and foremost, this was made possible with a cohesive team approach at the account level by Tom, Bob and Rick. Your clear objectives has served all well in this situation. The customer has felt this cohesiveness and professionalism and you're to be commended for this team approach.

Secondly, the well orchestrated coordination and support has provided a great result for Duke. This outcome has provided Becky the ability to sing our praises both inside and outside of Duke. We have made her look good, as we should, and she is very proud of her decision. From a marketing perspective this became even more significant considering this was a Stryker flagship partial conversion. Duke has seen the other side and for now, they like what they see. This should bode well for future opportunities.

Thirdly, your relationship and instill combined with your expertise and integrity, customer always comes first attitude, you have already begun to capitalize on the pull through with your significant anesthesia blade order as well as many other glass and steel opportunities.

In my mind, the entire team is to be congratulated on what I call "A TEXT BOOK PERFORMANCE". This is the way it is suppose to work. Keep up the great work.

Jeff



*"I'm writing to applaud the **excellence** of your employee, Mr. Thomas Hickman. Tom has represented you and your company very well!"*

*Tom is a **gentleman** and **colleague** who has been a great **resource** for our program.... the lecture and demonstration provided a unique education experience as a result of the **expertise, commitment** and **tremendous efforts** of Tom Hickman.*

*It takes the 'human touch' that Tom provided to be successful! Tom is a **team player** who went the extra mile and we appreciate it!"*

--Ed Norfleet, MD
Professor and Chair of Anesthesiology
UNC School of Medicine
Chapel Hill

From: Norfleet, Dr. Ed [ENorfleet@eims.unc.edu]
To: Wells, Rick; Cully, Jeff
Cc: ~
Subject: Excellence of Mr. Tom Hickman
Attachments:

Dear Gentlemen,

I am writing to applaud the excellence of your employee, Mr. Thomas Hickman. Tom has represented you and your company, Karl Stoltz, very well! Tom is a gentleman and colleague who has been a great resource for our program.

I first met Tom a few weeks ago at 6:15 am as we were preparing for a difficult airway simulation educational program for our residents in anesthesiology. The day before Tom and Dr. David Mayer had spent a considerable amount of time preparing the human simulator lab with video projectors and your airway scopes to teach lung isolation techniques. The lecture and demonstration provided a unique educational experience as a result of the expertise, commitment and tremendous efforts of Tom Hickman.

The event was a great success and I believe your technology will revolutionize the clinical and teaching aspects of airway management, however it takes the "human touch" that Tom provided to be successful!

I am relisting our experience to recognize the excellence and great resource that Tom has been to us in Chapel Hill. Tom is a team player who went the extra mile and we appreciate it!

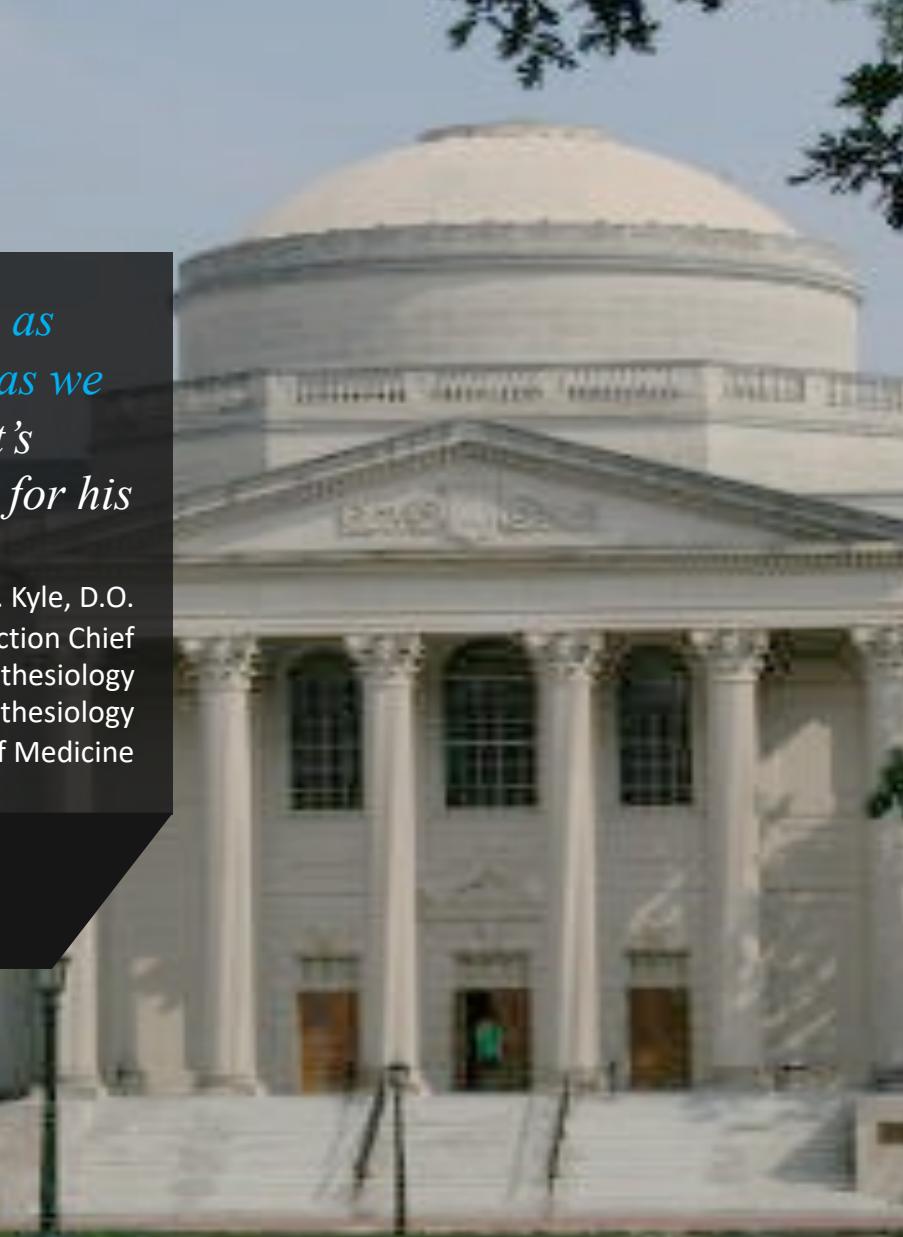
Sincerely,

Ed Norfleet MD
Professor and Chair of Anesthesiology
UNC School of Medicine
Chapel Hill

"It was very obvious that Tom was as invested in our program's success as we were. This is not new of Tom and it's finally time that Tom is recognized for his efforts."

--Robert W. Kyle, D.O.

Assistant Professor and Section Chief
Division of Cardiothoracic Anesthesiology
Department of Anesthesiology
UNC School of Medicine



"Their tenure, professionalism and expertise has paid off. Bob and Tom booked the third installment of \$1.2 Million at North Carolina Baptist Health System/Wake Forest."

--Jeff Cully

Southeast Area Director
Karl Storz Endoscopy America

SE Area Success Stories

Cully, Jeff
To: _Sales - Piedmont Region; _Sales - Southeast Region; _Sales - Mid-Atlantic Region; _Sales - Florida Region
Cc:

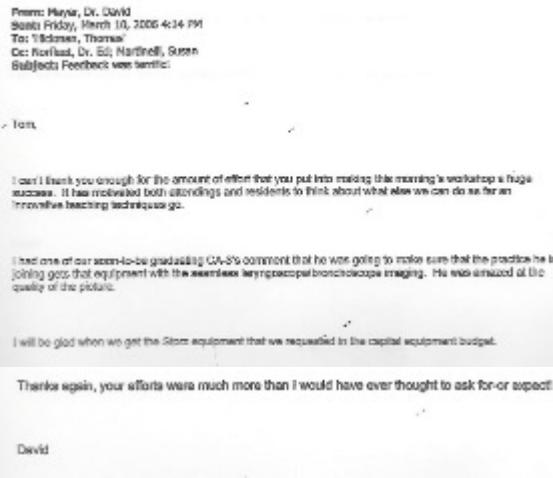


I wanted to take a moment to shine the light on a tremendous success story that has developed out of the Piedmont Region in North Carolina. This story pertains to Bob Sapp, Tom Hickman and Rick Wells the Upper & Lower team and RM in the Greensboro, NC marketplace. As you know, both Tom and Bob are veterans with Karl Storz and in this particular case their tenure, professionalism and expertise has paid off. Yesterday, Bob and Tom booked the third installment of \$1.2 Million at North Carolina Baptist Health System/Wake Forest. Still remaining is an additional \$1.2 Million, for which the PO is already in house. This roughly \$5 Million order covers all aspects of our business. About half is OR-1, and the other half covers Technology and all Glass & Steel. On another interesting note, there is going to be a world Class Karl Storz Training Center developed within this facility, equipped with a mock OR-1, simulation training curriculum. What makes this success story so wonderful is that it was a **Dyonics conversion** that Bob lost 6 years ago to Dyonics. Over the course of the years, Bob stayed close to the G&S and waited for his opportunity to strike again. When Dyonics dropped the ball, as Bob knew they would, he was ready to seize the opportunity once and for all. This is a true validation of Bob's and Tom's professionalism, tenure and respect that they've earned in that marketplace. Congratulations to Tom, Bob and Rick Wells in the Piedmont Region!

Jeff Cully
Southeast Area Director
412-491-9545 Cell

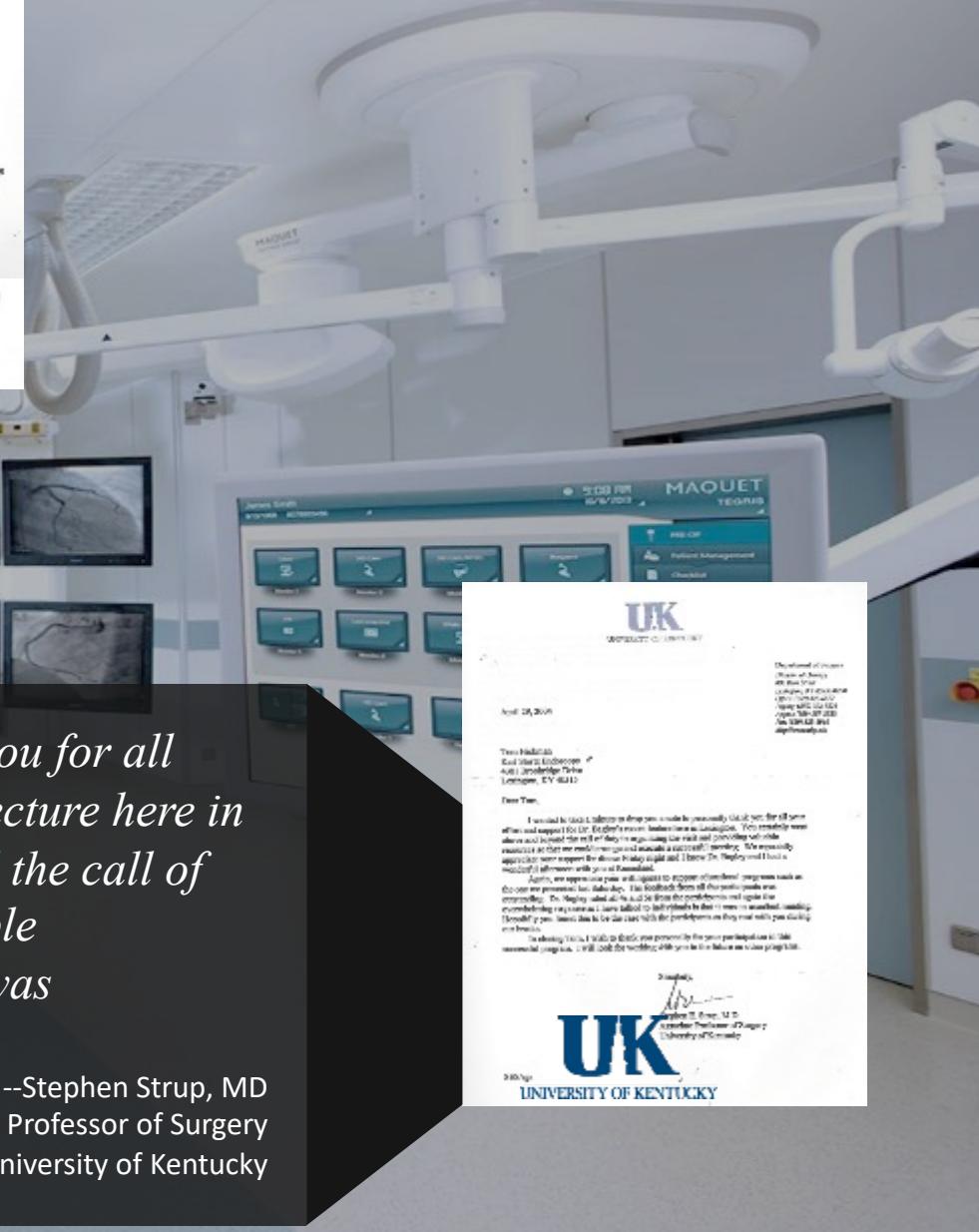
“Feedback was terrific! ...your efforts were much more than I would have ever thought to ask for—or expect!”

--David Mayer, MD
Department of Anesthesiology
UNC School Of Medicine
Chapel Hill



*“I wanted to take a minute to personally thank you for all your **effort and support** for Dr. Bagley's recent lecture here in Lexington. You certainly went **above and beyond** the call of duty in organizing the visit and providing valuable resources... The feedback from all participants was outstanding.”*

--Stephen Strup, MD
Associate Professor of Surgery
University of Kentucky



*"I wanted to thank you and the entire Storz group working at Duke University Medical Center for the **superb job** you have done..."*

*Your representatives, especially Tom Hickman, have done a **fantastic job** coordinating, educating and in general keeping the process moving. The end product is the **best anesthesia airway cart available on the market today** ...everybody is impressed...thank you for a **job well done.**"*

--Bret Stulp, MD, PhD
Director, Anesthesia Emergency Airway Services
Duke University Medical Center

From: Bret W Stulp [STOLP02@mc.duke.edu]
To: Marchigiani, June
Cc: Hickman, Thomas; JONIN@seitz.com
Subject: Duke Anesthesia Emergency Airway Management System
Attachments:

Ms. June Marchigiani
Anesthesia Product Manager
Karl Storz Co
Ms. Marchigiani

I wanted to thank you and the entire Storz group that has been working with us at Duke University Medical Center for the superb job you have done helping us upgrade our emergency airway management system. I know how long purchasing process at Duke can be a little intimidating and frustrating but your representatives, especially Tom Hickman, have done a fantastic job co-ordinating, educating and in general keeping the process moving. The extra time spent creating a specific emergency airway cart has been well worth it. John Seitz did a phenomenal job modifying the DAVI cart to fit the wide range of your excellent airway equipment. The end product is the best anesthesia airway cart and airway management system available on the market today. For the first time we have an airway management system specifically designed by and for use by anesthesiologists.

We have begun the in-service process today for the medical and nursing staff. I can assure you that everybody is impressed with the quality and design of your equipment and its integration into a dedicated and flexible cart system. We all look forward to using this equipment for a long time to come. Once again, thank you for a job well done.

Bret Stulp MD, PhD
Director, Anesthesia Emergency Airway Services
Duke University Medical Center
Durham, NC 27705


Duke University Hospital

*"Congratulations on your order at **Duke University Hospital** for **\$136,850**. Your dedication to selling **OR** is recognized throughout the entire organization.."*

--Devon Bream
Director of Sales & Marketing
Karl Storz Endoscopy America



Karl Storz
Endoscopy-America, Inc.

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Devon Bream, MPH
Director of Sales & Marketing
E-mail: dbream@ksea.com

December 3, 2008

Tom Hickman
107 Duckwood Lane
Cary, NC 27518

Re: Duke University Hospital

Dear Tom:

Congratulations on your order at Duke University Hospital for \$136,850.00. Your dedication to selling OR1 is recognized throughout the entire organization.

Historical data indicates that accounts which purchase OR1 experience up to a 4 fold increase in traditional endoscopy sales in the following years. I hope that you are able to leverage your OR1 deal to build a strong and sustainable future Karl Storz Endoscopy pipeline.

Please do not hesitate to contact me directly if you have any OR1 related needs.

Best regards,

Devon

Cc: Sady Sayago
Rick Wells
Jeff Lersch

“Great job Tom. I know this has been a long time coming and you are central to the success.”

--William Wise
VP Sales & Marketing
Emerging Markets
Karl Storz Endoscopy

“Tom Hickman was a very influential entity here and I wanted to give him a call out and credit here as well. For years he supported the OR1 at this account and also was a very valuable resource working behind the scenes. Our good relationship with this customer has a lot to do with Tom in the past and present.”

--Anthony Epifane
Director Sales & Applications
Engineering East Area, Karl Storz Endoscopy

Subject: FW: Duke OR Integration
Date: Wednesday, August 29, 2012 11:50:27 AM Eastern Daylight Time
From: Wise, Bill
To: Hickman, Thomas
CC: Smith, Chris; Pannett, Craig

Great job Tom, I know this has been a long time coming and you are central to the success.

William Wise
Vice President, Sales and Marketing for Emerging Markets
Office: 424-218-8746
Cell: 847-682-1939
William.Wise@karlstorz.com

KARL STORZ Endoscopy-America, Inc
2151 Grand Ave.
El Segundo, CA 90245

“celebrate rarely, grind regularly”

From: Epifane, Tony
Sent: Wednesday, August 29, 2012 8:26 AM
To: Wilhelm, Charlie; Lersch, Jeffrey
Cc: Cully, Jeff; Wise, Bill
Subject: FW: Duke OR Integration

Charlie and Jeff,

I wanted to pass this on to you as an FYI. This was the result of the entire team in the Piedmont especially Brian Champ who really stayed engaged and helped coordinate the local team to a successful completion. Although the dollars are not huge these 14 rooms coupled with 4 IMRIS rooms coupled with the replacement of old AVI systems in PEDS and two new OR1 rooms at Duke North make this a 22 room deal overall.

We will be signing a master agreement for integration that encompasses the whole Duke Health Care system and will be eventually replacing the BDV systems they installed in the near future.

For the past couple of years Jeff Cully in his area has made it a point to sell the company and not be afraid to talk about or change the paradigm during presentation for integration. That strategy was deployed here. We don't win because we are technology leaders and have the best price. We win because the people involved really have established a trust with the account and they believe we can do what we say.

Tom Hickman was a very influential entity here and I wanted to give him a call out and credit here as well. For years he supported the OR1 at this account and also was a very valuable resource working behind the scenes. Our good relationship with this customer has a lot to do with Tom in the past and present.

TE

“Everyone, I just wanted to close the loop on this great opportunity that Tom Hickman has provided us... Done correctly, this could lead to the development of other opportunities to promote our quality products in the US to other hospitals.”

--Joseph Houser
Director, Emerging Markets & ENT
Karl Storz Endoscopy

Hickman, Thomas

From: Houser, Jay Sent: Sat 6/3/2006 1:30 PM
To: Marchigiani, June; O'Keefe, John; Winter, Melanie
Cc: Merz, Ulrich; Amini, Ali; Cully, Jeff; Hickman, Thomas; Wilhelm, Charlie
Subject: Duke Blade order
Attachments:

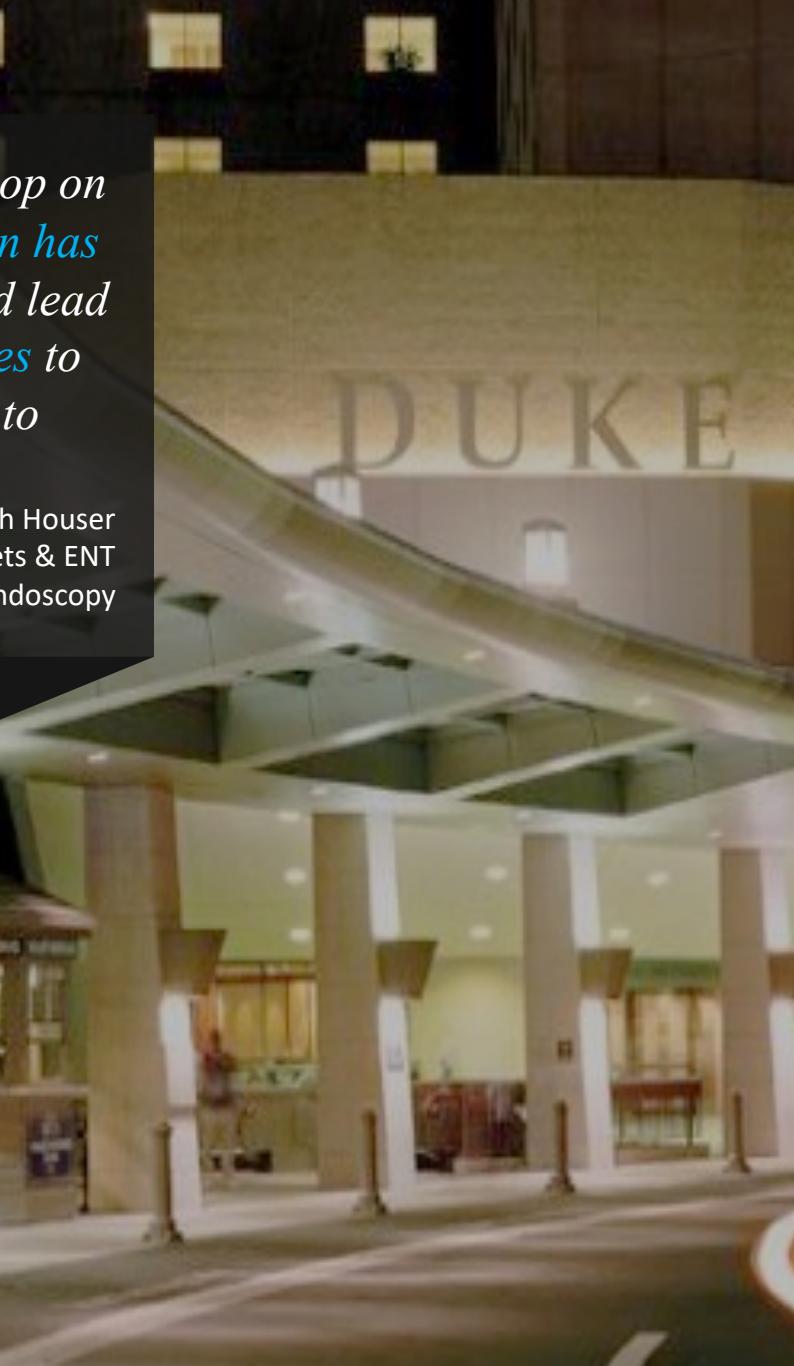
Everyone, I just wanted to close the loop on this great opportunity that Tom Hickman has provided us for having a major institution using Karl Storz anesthesia blades. Done correctly, this could lead to the development of other opportunities to promote our quality products in the US to other hospitals.

As a post order follow up, I believe there are some action items that now need to be planned for:

1. We need to stock a small quantity of inventory that matches the Duke product order so that we have replacements on hand.
- June, please work with John to assure that we can support Duke with additional product as needed. Since they purchased the blades at an exceptional price, we need to have a plan of how we will handle any reorders based on 'single-unit' pricing. Should we establish an RE exchange with them?
2. Assuming that we will deliver the order this month, we should plan on the marketing team arriving for the installation in case there are any issues, but more importantly to show Duke some love.
- Tom, if you will work on coordinating when Duke wants to go live with Melanie and June, I would like to make sure we show presence to demonstrate our professional service and support.
3. Marketing: We should take this opportunity to market the Duke/KS anesthesia order to our sales reps to encourage them to go after similar business and we should plan something in the future with Duke that can be used as a promotional tool with other hospitals.
- June, we should plan on discussing this once we have successfully installed the anesthesia blades and get their feedback.

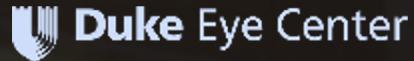
Thanks to Ulrich Merz and his ability to provide us some special pricing, we have been able to secure what is the first ever Karl Storz anesthesia Major center in the US using exclusively our blades. Great work, everyone!

Joseph J. Houser
Director, Emerging Markets & ENT
Imaging, Integration, Instrumentation, Service



“Your representative, Tom Hickman, has done a great job staying in contact with my manager, Rich Crandall, and me to discuss the details of our HD imaging products as they related to the large opportunity pending at the Duke University Eye Center.”

--Mike Drabik
Regional Sales Manager
Optronics



From: "Drabik, Mike" <MDrabik@optronics.com>
Date: Mon, Jun 12, 2006 at 14:40:00
To: "Merz, Rich" <rmerz@kseainc.com>
Cc: "Crandall, Rich" <rcrandall@optronics.com>; "Macker, Gary" <GMacker@ksimaging.com>
Conversation: Hello & Follow up from Mike Drabik of Optronics and request for KSEA references
Subject: Hello & Follow up from Mike Drabik of Optronics and request for KSEA references

Hi Rick,

I hope this message finds you well and busy with KSEA opportunities & sales since we last met at the Duke Eye Center.

Your representative, Tom Hickman, has done a great job staying in contact with my manager, Rich Crandall, and me to discuss the details of our High Definition (HD) imaging products as they relate and are a component to the very large opportunity that is pending at the Duke University Eye Center. We issued a formal proposal to Duke on our Imaging-Plus bid/referendum for the purchase of six Panasonic HD camera systems for inclusion in a larger overall KSEA proposal to Duke per Tom's request. Please let Rich or me know if you need us to act on any other issues that pertain to the potential business at the Duke Eye Center or any other imaging opportunities in surgical operating rooms or labs in your region.

Also we are seeing a gradual and steady increase in the interest in HD imaging for surgical microscopy. We expect an even greater spike in interest in HD products at the Congress for the American College of Pathologists, and the American Academy for Ophthalmology meeting. I have several opportunities that are in the beginning stages of development at medical centers and surgical centers in South Florida, Virginia, and New York City. I'd like to ask if you would refer me to your counter parts in these areas as I would like to begin to contact KSEA managers to introduce myself and if appropriate begin the process of bringing the local KSEA rep into bona fide HD imaging opportunities in their territories.

I look forward your reply.

Sincerely yours,
Mike Drabik

Mike Drabik
Optronics/ImagingPlanet
Regional Sales Manager
Cell Phone 978-590-5006
Phone 800-798-6909 ext. 3644
mdrabik@optronics.com
www.optronics.com <http://www.optronics.com>



"I would like to commend you on all the work that you have invested at Duke Medical Center with the KSEA anesthesia product line..."

Congratulations on securing a lease for \$485,000 for flexible anesthesia. Thank you for all of your hard work!

--Rick Wells

Regional Sales Manager, Southeast
Karl Storz Endoscopy America

From: Wells, Rick
To: Hickman, Thomas
Cc: Wilhelm, Charlie; Lersch, Jeffrey; Cully, Jeff; Houser, Jay
Subject: Duke Anesthesia order/ booking today
Attachments:

October 26, 2007

Tom,

I would like to commend you on all the work that you have invested at Duke Medical Center with the KSEA anesthesia product line. The anesthesia area is a relatively new specialty for Karl Storz, and your success here will help other Account Executives become successful with the anesthesia product line in their territories.

Congratulations on securing a lease for \$485,000 for flexible anesthesia.

Thank you for all of your hard work!

Sincerely,
Rick Wells

Duke University Medical Center: Tom Hickman - Low Rate Financing

Duke University was in the process of acquiring \$487,000 of Anesthesia equipment. Tom called **KARL STORZ Financial Services** and requested a structured lease to help expedite this purchase and get Duke to pull the trigger. Tom and the Sales Finance Team had a conference call with the two key decision makers from Duke. We discovered exactly what they were looking for in a lease, a rate lower than 5.5%, which we provided. This is a great example of using a rate buy-down.





Tom Hickman
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