[**LinkedIn**](https://www.linkedin.com/in/alex-nordin-0402199b/)[**Portfolio**](https://apnordin.github.io/08-Portfolio/)[**GitHub**](https://github.com/apnordin)

**Work Experience & Applied Studies**

**Align Technology, Inc.** June 2017 – June 2020

*Territory Manager*

* Applies comprehensive knowledge of Align digital platform and sales strategies for key accounts to accelerate revenue and higher case volume.
* Sells directly to professional business owners, transforming an analog process to digital to help practitioners grow their business.
* Assists customers in implementing digital technology and refines whole-office processes.
* Manages and defines a geography of accounts to grow their business, based on deep understanding of each account’s business, goals, challenges, and opportunities.
* Utilizes data/analytics to help customers drive decision-making.
* Orchestrates additional internal Company resources to optimize the customer experience and provide ongoing promotion of Align solutions.

*Sales Associate*

* Remotely managed various account geographies to help customers increase Invisalign adoption within their practice.
* 3-month relocation to cover a Strategic Account territory in NYC; established strong relationships with customers to drive business, perform team trainings, and embrace digital adoption.
* Regularly traveled to train doctors and staff on implementation, focusing on patient engagement features, digital optimization, and consumer experience.

*Team Lead, Invisalign Pro*

* Conducted one-on-one coaching sessions to develop skillsets amongst the Concierge Service Advisor team.
* Trained new hires and existing employees in general CSA role/responsibilities, dental anatomy, Patient Central and Invisalign Doctors Site systems, and Salesforce.com.
* Built and implemented process efficiencies and work instructions for pilot programs (discovery calls, CE credit talk track, follow-up tasks, log-a-call, SFDC processes).
* Assisted with supervisory duties such as responding to CSA inquiries, providing direction, and assigning calls to balance workload and ensure customer commitments were met.
* Collaborated with Quality Assurance in order to improve CSA effectiveness and customer satisfaction.

*Concierge Service Advisor (CSA)*

* Drove sales production by administering support to general dentistry and orthodontic practices through regular verbal and written communications to increase Invisalign penetration.
* Assisted customers with special requests and product inquiries to improve patient satisfaction.
* Identified cross-sell/up-sell opportunities for engagement by the appropriate sales representative.
* Collaborated with colleagues to establish best practices for customer service and engagement.

**New Penn Financial, LLC** August 2015 – May 2017

*Mortgage Consultant*

* Established relationships with new and existing customers to conduct interviews via phone and in person.
* Managed up to six clients at a time, coordinating with internal teams and external vendors to ensure loans were processed and approved within established timelines.
* Delivered written reports to management on a weekly basis, providing an overview of workload and client pipeline and status updates.

**Education**

**University of North Carolina at Chapel Hill** *BA Economics,* May 2014

Major: *Economics* | Minor: *History*