Keely L. Barber

Westminster, MD 21158

keelybarber@gmail.com • (301)502-8606 • linkedin.com/keelybarber

Sales Specialist

*Results-driven, dynamic sales and marketing leader with lucrative/profitable year-over-year results in pharmaceutical business markets. Proven abilities in developing customer base, generating business and attaining pre-determined targets within specified timelines. Able to identify and capitalize on new business development opportunities through relentless individual and team leadership efforts. Polished presenter, astute negotiator/deal-maker, and effective communicator. Able to train, mentor, and motivate diverse groups to meet and exceed top-priority objectives.*

— Areas of Expertise —

Sales Territory Development | New Business Development | Expedited Market Shares

Competitive Analysis & Evaluation | Tactical Marketing Campaigns | Continuous Process Improvement

Contracts & Negotiations | Strategic Partnerships | Leadership & Training

Strategic Planning & Analysis | Cross -Team Collaboration | Relationship Building

— Career Accomplishments —

Acquired previously unattainable multiple large accounts, cultivating positive and lasting relationships with primary decision makers.

Attained and exceeded company quarterly quotas with top regional and company performance in 2009, 2011, 2014, and 2015.

· Ended 2002 with 115% to plan, 2003 with 102% to plan, and 104% to plan from 01/ 2004 through 09/2004.

Professional Experience

Dechra Veterinary Products Maryland & District of Columbia

**Territory Manager** 07/2017– 04/2020

Identified new opportunities to compete in Veterinary Endocrinology, Dermatology, Anti-Infective, Pain Management, and Surgical Suite Markets. Promoted maximum effectiveness of Vetoryl, Zycortal, Vetivex, Antibodic, and Dechra Dermatology line of products to area veterinarians. Planned and conducted distribution training meetings and educational seminars for veterinarians and veterinary staff on key products, disease management, selling skills, inventory management, customer service, and web application programs to effectively target prospects.

*Key Accomplishments:*

* **Met and exceeded quarterly and yearly set sales targets**.
* **Recognized by management** and appointed as **Regional Salesforce Expert** with additional responsibility to **train entire region on Salesforce program** for magnifying program benefits.
* Appointed by Regional Manager for delivering effective **selling skills presentation at regional and area sales meetings** to facilitate trainings and provide guidance.

Merck Animal Health Baltimore North Territory

**Senior Customer Representative** 03/2007 – 01/2017

Performed competitor evaluation regarding current trends in Veterinary vaccine, Parasiticide, Otic and Microchip Markets. Developed strategies to promote Bravecto, Nobivac Vaccine, and Posatex line of products among area veterinarians. Conducted educational seminars to facilitate Veterinarians and veterinary staff regarding key products, disease management, selling skills, inventory management, customer service, and web application programs. Collaborated with Marketing for creating detail pieces and resource App for salesforce, promotions, and distribution training; as part of Vaccine and Otic brand team. Nominated as a Distribution Ambassador with additional responsibilities, including training, problem solving, special promotions and incentive explanation; conducted multiple distribution partner training meetings.

*Key Accomplishments:*

* **Boosted total territory sales from $1.2 M per year to $5.7 M in 2016**, as primary consultant to largest Veterinary Hospitals in the Baltimore area
* **Selected by Regional Manager** on multiple occasions to **deliver effective selling skills presentation** at regional and area sales meetings.
* **Recognized by higher management and awarded Outstanding Representative award** in 2009 for total **sales and growth** over all therapeutic areas; **promoted to Senior Customer Representative** in 2013 for **exemplary performance**.
* **Authorized as product expert** (for Nobivac Vaccines) to deliver relevant training to new hires.
* **Elevated market share** of promoted products by **instituting lasting account relationships** with Veterinarians, Office Managers, and support staff.

Prometheus Laboratories Fairfax, VA Territory

**Technical Sales Specialists** 03/2005 – 03/2007

Researched Crohn’s Disease therapy and Gastroenterology Diagnostic testing market and identified competitors. Deployed process steps to promote Entocort EC and Specialty Diagnostic testing to Gastroenterologists and Hospital Laboratory Directors through hospital programs, grand rounds, and sales calls.

* **Ranked 6th nationwide** for **weighted percent to goal attainment** in 2005; **finished 116% to plan average for all four products.**
* **Ranked 4th in nation** for Thiopurine diagnostic testing,**16th for IBD diagnostic**, **23rd for Celiac diagnostic** and **21st for Entocort EC, out of 94 representatives**.

AstraZeneca Pharmaceuticals Bethesda, MD CNS Specialty Care

**Professional Sales Specialists** 04/2000 – 03/2005

Analyzed competition in Atypical Antipsychotic and Proton Pump Inhibitor markets. Promoted AstraZeneca’s Central Nervous System products to specialty physicians through sales calls, hospital programs, lectures and pharmacy pull through programs. Optimized available resources by reviewing and evaluating clinical studies, text books, and sales and medical literature; as additional responsibility as resource manager. Completed preceptorships in Psychiatry, Neurology, and Gastroenterology

* **Increased market share** of primary drug **from 14.9% to 23.4%;** **ranked 1st in top ten Philadelphia Business Centers.**
* **Received Share option award** in 2003 for **overall contribution to company and sales team**.
* **Elevated prescription volume on average, 3.81% in territory from baseline 1.0% over regional and 1.94% country-wide** through June 2004.
* Ended 2002 with **115% to plan, 2003 with 102% to plan, and 104% to plan** from 01/ 2004 through 09/2004.
* **Promoted to specialty position after being awarded Rookie of the year** in Jan 2001.

Education and Credentials

**Bachelor’s Degree of Fine Arts – Photography** | University of Delaware – Newark, DE

IT Skills

*Systems*: Macintosh, PC, iPad

*Software*: Windows 10, Microsoft Word, Microsoft Excel, Microsoft Power Point, Mac OS X 10.1, Pag-es,

Keynote, Pages, Numbers, IRep, Veeva, Salesforce, Concur, Motus