**ANDY GRAISEN**

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**Professional Summary**

Well diverse professional with 20 years of experience in leading sales and operations for turnaround and high-growth organizations. Aggressively identify opportunities, develop focus, and provide tactical business solutions. I am fluent in English and Spanish with extensive business travel experience.

**---------------------------------------------------------------- Skills ----------------------------------------------------------------**

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| * Account Acquisition & Management * Business Developer * Marketing Development * Business Product Development * Budget Preparation and Control * Manage Sales Teams * Consultative B2B, Premier Customers * Talent Acquisition and Team Building | * P&L Financial Reporting * Business Analysis restructuring * Operational Process Integration * Safety and Regulatory Compliance * Sales Force Development/ SAAS * Competitive Sales Analysis * Forecasting, Score Cards and KPI's * Insurance and Financial Services |

**Work History**

**MedTap Inc.**

**Vice President Sales**, 04/2018 to Current

Established business pillar strategies for the USA market working on developing market niches and establishing territories, going after target customers and developing network partnerships. Achieved established relationships connections and partnerships with a network of clinics and health providers in Dade and Broward county like MCCI, Illumina, AvMed etc.

* Lead day to day activities of business developers and customer service managers building partnerships with Uber, Lift, insurance providers, etc.
* Direct the daily CRM sales process incorporating best practices, leading the sales team to doubling the penetration ratio of new customers, responsible for the employment recruiting and placement.
* Initiate and negotiate all service contracts for the medical supply unit and third-party services.
* Set operational goals to achieve the management of 800K customers in a year period.
* Direct new application project to add features that complement the MedTap services, adding record keeping, patient’s survey and other safe costing services like transportation and health social media.
* Formulate sales plan to exceed monthly, quarterly, and annual sales targets exceeding target goals.
* Build and develop a strong group of talented individual’s business developers and brand ambassadors, hiring, managing campaigns execution, KPI management, company events and show participation delivery.

**Recamier**

**General Manager / Sales and Operations,** 01/2014 to 01/2018  
**Manufacturing and Distribution**

Developed and executed a national strategy for the USA market and Puerto Rico, successfully growing from 1 sales center in Florida to 5 regional sales centers in the USA. Staffed, trained, deployed 50 territory sales managers by strategizing and implementing market penetration and productivity producing a 200% increase of market footprint.

* Developed large consulting teams at multiple regional locations hiring, training and performance evaluations of all sales and operations staffing, pushing product penetration and distribution of an international product line.
* Delivers weekly regional statistics, metrics and reports to the Regional Vice President and/or Vice President of Americas Delivery, making necessary adjustments to achieve goals.
* Accountable for the P&L of the sub-region inclusive of the development of the sub-region’s annual budget, and tracking and reporting of performance versus budget.
* Lead manufacturing of new line of products for the domestic USA market place working with local manufactures to tackle on the most competitive options.
* Manage business operations for the LATAM imports, including inbound freight, inventory counts and inventory control following all policies and procedures to maintain inventory accuracy; including receiving of all products into system, control and audit vendor issues, cutting delivery time channels and expenses by 10%.
* Designed market segmentation with field sales and operational forecast analysis increasing areas of opportunity for CPG sales and distribution in Florida and Texas, increased foot print by 200%.
* Grew our branding share product penetration by 30% in the professional line and new product line by 45% in the retail line.
* Implemented and managed the Sales Force Systems/ CRM applications for all clientele tier base. Updating and improving profile customers efficacy by 30%, establishing proactive coaching regimen to sales coordinators and territory managers abroad.
* Led, designed and organized market penetration of CPG through promotional campaigns, events, customer recognition programs, national trade shows with a 30% jump in sales closing effectiveness.
* Designed and upgraded all operational guidelines for the day to day activities, supply chain, product logistics, IT needs successfully achieving productivity and business profitability. Establishing new CRM mobile system to expedite B2B.
* Administered the annual budget, cutting expenses by 12% average on a yearly basis.
* Achieved company goals, negotiating third party services providers reducing cost and fees by 15% (shipping rates, payroll expenses, container imports) in all warehouse locations.
* Maintain compliance with all Federal, State, and Local laws, statutes and regulations, certifications and permits records.

**HSBC Bank**

**Sr. Market Manager /Business Developer V. P**, 01/2005 to 11/2013

Accomplish branch profitability by leading business centers with a collaboration team of Business bankers, Premier and Personal bankers, Financial Advisors, Mortgage reps, growing sales and market share. Challenged to manage a team of sales managers to leverage business partners to exceed goals by 20% increasing total AUM's from $175 MM to 250MM, increased our international clientele and Premier based by 35%.

* Direct business development plans and strategies managing team of specialist expanding business and net revenue by working with medium size commercial relationships, with concentration in warehousing, distribution, hospitality and retail businesses.
* Achieved CRM portfolio management Premier international and domestic clients, acquire and grow business relationships directing a business portfolio through a team of professionals expanding the Brazil and Argentinian markets with new client acquisition by 45% of prescribed target.
* Develop a budget to develop business plans covering Dade and Broward territories targeting small business and commercial middle business successfully doubling market share.
* Supervised and control the on-hire and onboarding process for South Florida decreasing the turnover rate by 15%, developed a mentoring program to expedite inception in a 60 days turnaround time.
* Structured and managed a commercial book business of $50M, credit trained and versed in typical commercial loan products and services, financial and insurance services, with a thorough understanding of credit guidelines, procedures, banking regulations, and compliance. Collect and analyze financial data to determine the general credit worthiness and merits of the specific business loans request, line of credits, credit cards, auto loans, etc.

**BB&T**

**Branch Manager/ Business Development Manager / V.P**, 06/2002 to 12/2004

Achieved branch's overall business goals, control of P&L in banking and investment revenue growth with balanced performance, growing and managing client relationships, building the business through referrals networking, COI working with executives, on C- level, tier 1 and 2 relationships building a business center of $28 MM new business.

* Managed relationships with business heads and C- level executives' clients using consultative approach to deepen products penetration, targeting Premier bank products and business loans between $100K to $5 MM, in a top tear producing branch placing #3 in overall ranking in 2002 and 03.
* Grew the categories of Net Controllable, Non-Interest Income, Total Deposits and Low-Cost Deposits increasing assets by 30% in new deposits.
* Build a portfolio of new small business relationships lead by new deposits, loans and bank services building strong relationships in the Fort Lauderdale and Pompano areas.
* Effective use of Sales Force systems to keep track of customer changes, develop community relationships working closely with COI's and market penetration, successfully growing the vertical sales ratio average from 3 to 4 products.

**Citibank International**

**Branch Manager / Account Portfolio Manager / A.V.P**. 04/ 1998 — 06/ 2002

Forecasting and budgeting business development, pricing, liaison to customer service call center total assets 5 billion. Manage an assigned clientele portfolio of $450 MM, later promoted to manage a sales team force and a remote team for the LATAM, EMEA/AP and PBOE through a referral program of in-bound relationships in conjunction with the offshore business heads and countries CEO’s.

* Work in the implementation of incentive plans, campaigns assisting 50 RM’s with coaching and training needs. Grow the business by 25%in the South America and the Caribbean markets. Contribute to the implementation and strategy of the International IPB / Citi-gold platform expanding the markets by 200%.
* Identify new products and campaigns for the different markets, aligning all operational needs to the business strategies, account opening, compliance, customer service, IT support through the call center.
* Manage service, operational and sales levels in line with our call center/remote customer service center. Direct marketing strategies to increase market share, managing revenues and expenses, planned and budgeted all phases of the service (strategic planning, forecasting, and contract negotiations).
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* Ensure conformity of all internal processes to deliver optimum quality service and compliance.

**Education**

**F.I.U/Nova University** - **MBA**: International Business/ Information Systems

**New York University** - Transportation Management and Logistics Program

**University of Miami** - Bachelor of Electrical Engineering

**Seminars/Workshops:** Finance and international marketing strategies, L&H license, Six-Sigma Green belt, Windows, Excel, Power Point, Word, Publisher, Outlook, share point, Adobe Pro. Bank Systems, first data, Case Management, Learning Management systems, Callidus, ETD, Inventory Data Base, Logistics training certification, notary. Sales force / CRM platforms. Project management. Multi-lingual, with fluency in English and Spanish, some proficiency in Portuguese.