

MIGUEL RAMIREZ

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SALES & MARKETING PROFESSIONAL

Product & Sales Management Executive

Over 20 years' experience in sales and marketing in the **surgical devices** market driving **strategic growth and market expansion** for leading medical devices company. Highly competitive, passionate, persuasive and articulate, able to achieve results in a team environment. **Experienced in sales, sales management, product training and product management.**

Demonstrated success record in:

- **Product line and applications knowledge.**
- **Identifying opportunities** for business growth.
- **Market segmentation and targeting.**
- **Product training.**
- Coming up with **solutions to market specific needs.**
- **Motivating staff** to peak performance and commitment levels.

CORE COMPETENCIES

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|-------------------------|------------------------|-------------------------------------|
| • Verbal skills | • Analytical skills | • Problem solving |
| • Written skills | • Strategic planning | • Budgeting/ Forecasting |
| • Organizational skills | • Portfolio management | • Fully bilingual (English/Spanish) |
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PROFESSIONAL EXPERIENCE

Combined Insurance, Colorado Springs, Colorado
Insurance Agent

2015 – Present

- Sell supplemental insurance policies for Accident, Sickness and Disability
- Call on the business and individual customer segments

Covidien, Cataño, Puerto Rico
Regional Product Manager

2009 – 2014

- Manage Surgical Devices' endo mechanical product lines for Latin America.
- Responsible for \$130M business across Latin America.
- Work with regions in analyzing their markets, determining growth potential and coming up with specific strategic plans for business development and tactics for its execution.
- Travel to individual countries within the region to support local direct and distributor sales teams in the execution of strategies, identifying business opportunities and converting competitive users.
- Train regions' direct and distributor sales forces in new and existing products.
- Liaison with corporate global marketing to communicate local market trends and competitive actions to incorporate in yearly strategic plan.
- Communicating yearly strategic marketing plan to the region.

Tyco Healthcare, Cataño, Puerto Rico

1999 – 2009

Surgical Business Unit Manager

- Responsible for achieving sales and profitability goals of the Surgical Business Unit for the Puerto Rico and Caribbean region.
- Led and developed a team of 11, including 7 in sales and 4 in marketing.
- Designed sales territories, prepared sales quotas, product portfolio, forecast, and pricing structures.
- Analyzed sales results in order to assist sales reps in setting goals to develop their territory and grow their business.
- Visit and work with distributors in the Caribbean region in product training, and strategies for business development and growth.

US Surgical Corporation, Ponce, Puerto Rico

1990 – 1999

Sales Representative

- Responsible for sales and marketing of Surgical Devices product lines in southwest Puerto Rico territory.
- Developed and grew a new, previously unvisited territory into the highest selling territory in PR working independently with little to no supervision or support.
- Trained surgeons and OR staff in the proper use of surgical staplers and laparoscopic products.

NCR Corporation, San Juan, Puerto Rico

1988 – 1990

Account Executive

- Managed accounts and offered solutions with the sales of mid-size computer systems and personal computers in the government market.

ACHIEVEMENTS

- “Highest Percentage Increase in Revenue” award - 1995
- “Most Valuable Player” award - 1995
- “Highest Increase in Revenue” award - 1997
- “Sales Manager of the Year” award - 2005

EDUCATION

Bachelor of Science in Electrical Engineering Technology, Purdue University, 1981