

CHRISTOPHER TENLEY

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Healthcare IT Executive

Strategic Healthcare IT Executive with extensive experience leading sales engineering and solution teams to drive revenue growth in U.S. and Asia-Pacific markets. Expertise in EMR/EHR integration, IoT cybersecurity, and cloud-based healthcare solutions. Proven track record of delivering innovative, customer-focused solutions and achieving measurable business outcomes.

Skills & Certifications

Skills: •Medical Device Integration and Connectivity • EMR/HER • IoT Cyber Security • International Business Development • C-Level Relationship Management & Negotiations • Cloud-Based Solutions • Consultative Selling

Certifications: Certified Amazon Web Services Solutions Architect – Associate • HealthCare Information Security and Privacy Practitioner (HCISPP) • Certified Professional in Healthcare Information and Management Systems (CPHIMS)

PROFESSIONAL EXPERIENCE

ICU Medical – Washington, DC

3/2014-Present

Leading provider of Medical Devices and Clinical IT solutions

SENIOR ENTERPRISE SALES ENGINEER

Interact daily with a variety of healthcare audiences from C-level, IT, RX, Bio-Med and Clinical arena. Drove exponential growth for product line that includes Medication Management System software, Bedside Point of Care system, Clinical Information Technology and Medical Devices. Develop and deliver persuasive system, and product presentations, and worked closely with R&D and Product Management teams to devise cutting-edge, customer-focused, product enhancements.

- Due to technical and business acumen, assigned to work with sales leadership focused on large strategic accounts within the U.S. and APAC. Viewed as key technical sales resource and product advocate for ICU Medical's Medication Management System, Device/EMR Integration, Medical Device connectivity, and IoT Cyber Security.
- Successful in removing technical roadblocks such as security, IT infrastructure utilization, and HL7 interface for \$350MM deal signed with large multi-state IDN. Viewed as trusted technical advisor by the customer due to strong understanding of the organization's strategic objectives and how technology will assist them in reaching their goals.
- Successfully designed strategic plans and offerings that resulted in increased market share and first of its kind bi-directional medical device integration into multiple EMRs within the APAC region
- Viewed as subject matter expert on how technology is changing the face of Healthcare, and how to leverage technology to enhance patient safety, operational efficiency, streamline and enhance clinical workflow, and improve patient outcomes. Utilizing this expertise to help guide product design for next generation Cloud solution focused on Business Intelligence, Patient Outcomes, Clinical workflow and Cyber Security.

Agfa Healthcare – Washington, DC

2013-2014

Worldwide leader in Healthcare IT and Imaging

BUSINESS UNIT MANAGER (ICIS)

Drove strategic direction, product portfolio, and product roadmap of Imaging Clinical information System, (ICIS) within North American market. Oversaw a portfolio of VNA and PACS products aimed at enhancing physician collaboration and fostering patient engagement by image enabling and optimizing healthcare organizations EMRs and/or HIEs.

- Lead new product conceptualization and marketing efforts to tie ICIS portfolio to transition of Hospital organizations from fee-for-service to Value Based Care.
- Provided direction as well as implemented day-to-day direct marketing activities for ICIS Business Unit, including product positioning and messaging, creating tools and materials to grow sales and awareness, and planning go-to-market strategies.
- Offered market intelligence, product knowledge and industry expertise to help drive new customer acquisitions.

The Advisory Board Company – Washington, DC

2012- 2013

Global research, technology, and consulting firm

DIRECTOR, PERFORMANCE TECHNOLOGIES

Served as Technology champion for Business Intelligence and Decision Support Systems that assisted Healthcare organizations shift from volume, and fee for service to Value Based Care

- Helped close \$1MM worth of business in first 3 months, by providing technical expertise and insights, alleviating customer concerns about integration with EMR, PMIS, financial billing systems, and other ancillary systems.
- Supported senior-level presentations, technology demonstrations, and calls for prospective clients, speaking specifically to unique technical product capabilities of sophisticated Business Intelligence, predictive analytic solutions and implementation methods and resources.
- Consolidated technical subject matter expertise of sophisticated, cloud based, SaaS solution into single point of contact during sales cycles, streamlining customer engagements, while decreasing sales cycle timeline by 15% - 20%.

Hospira – Jacksonville, FL

2005 – 2012

Leading provider of Medical Devices and Clinical IT solutions

NATIONAL SALES ENGINEERING MANAGER

2009 – 2012

Managed 9 Executive Technical Sales Engineers, and assisted in developing product and marketing roadmaps to propel aggressive national growth. Supported strategically important clients and aided Senior Sales Leadership in full sales lifecycle.

- Drove double-digit growth of integrated wireless medical device (smart IV pumps) platforms by transforming organizational mind-set by championing big-picture view of sales opportunities and consultative approach to sales cycle.
- Added 10 new signed contracts for highly integrated closed loop medication management solutions between Hospira wireless IV pumps, Medication Management System and various EMR vendors (Cerner, Epic, Meditech,).
- Improved overall team impact by expanding technical sales responsibility for new Decision Support Systems. Inclusion of Sales Engineering team into the sales process reduced total sales timeline by 25%, resulting in increased sales opportunities

SALES ENGINEER

2005 – 2009

Targeted variety of healthcare audiences from C-level executives, IT and Clinical arena. Drove growth for product line that included Medication Management System software, Bedside Point of Care system, Clinical Information Technology and General Infusion Pumps. Developed persuasive system and product presentations and demonstrations, and worked closely with R&D teams to devise cutting-edge, customer-focused product enhancements. Selected to train all new hires on best practices for system and platform presentation.

- Drove growth in highly competitive landscape and consistently exceeded national sales numbers by up to 10%.
- Captured several large IDN accounts valued over \$54MM. Designed and implemented complex proof of concept environment that highlighted unique integration functionality with EMRs, and wireless compatibility with hospital enterprise wireless network.

Mayo Clinic – Jacksonville, FL

2003 - 2005

NETWORK ENGINEER

EDUCATION

BA – Longwood University – Farmville, VA