

PERSONAL DETAILS

Name: Darran Stephen Nullmeyers
Date of Birth: 24th February 1977
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EDUCATION & WORK EXPERIENCE

- ❖ Jan 2010 – Present: **Sales Manager, Life Sciences, EMEA** – StayinFront (UK) Ltd
 - Fully responsible for new business sales of enterprise CRM solutions specific to the Life Sciences industry across the EMEA region. Targeted with £1.5M budget for 2010.
 - Leadership responsibilities for 3 heads (2 sales and 1 marketing).
- ❖ August 2007 – Jan 2010: **Business Development Manager (CRM & Strategic Market Data)** – Cegedim Dendrite Ltd
 - Responsible for the sales, implementation and day to day management of enterprise level CRM and strategic market data sales to the Pharmaceutical industry. Clients include Wyeth, Lilly, MSD, Baxter, Daiichi Sankyo, Smith & Nephew, Novo Nordisk.
 - Achieved 103% of target for 2008 with actual TO of £690k and a growth of 9.9% on the previous year.
 - Role is highly focussed on provision of high quality customer service whilst looking to maximise up-sell opportunities and sell-in new products and services offered by this diverse company.
 - Additional role functions include providing product training, audit and CRM deployment consultation.
- ❖ January 2006 – August 2007: **Regional Sales Manager** – 3M Health Care, Theatre Sales Division
 - Fully responsible for recruiting, leading, coaching, managing and motivating a team of 5 sales specialists across a third of the UK and accountable for £4.07m of income for 2006.
 - Experience of coaching sales teams to prospect, build, and maintain customer relationships from Trust Board to 'shop floor' levels, within the complex NHS decision making process.
 - Responsible for the growth of clinical and therapeutic knowledge amongst my team in order to successfully sell to all levels of healthcare professionals within the NHS.
 - Experienced in coordinating complex product trials across multiple clinical settings from a portfolio of over 500 SKU's and across multiple therapy areas in business opportunities worth £1m+
 - Lead the design, development and implementation of 6 Sigma business process and reporting techniques into the sales environment in the form of a 'Real Win Worth' targeting & segmentation tool and a 'goal-tree' style business and portfolio planning document.
- ❖ Feb 2005 – Jan 2006: **National Business Development Manager** - 3M Health Care, Microbiology
 - Responsible for the set-up of market share growth and development opportunities for 3M's niche microbiology products into the UK Dairy Industry prior to the strategic acquisition of this BU by a specialist Microbiology company.
 - Experience gained in complex sales to large scale manufacturing customers who must meet extremely high standards of microbiological cleanliness whilst maintaining a 24hr production run.
 - Achieved considerable growth from new and existing business (Dairy Farmers of Britain, Dairy Crest) and demonstrated strategic importance in account retention and penetration by

- implementing a key account management SLA with Robert Wiseman Dairies that secured a long term contract, new product line sales and 3.5% price growth.
- Project led the introduction of Siebel CRM software into the European wide Microbiology business in-line with the global CRM business strategy by liaising with European Business leaders, Regional IT support and Sales Team Management.
- ❖ Jan 2002 – Feb 2005: **Senior Sales Representative** - 3M Health Care, Asepsis Division
- Specialist in complex, multi layered, long sales cycles to the NHS and successful at winning significant new business in a highly competitive marketplace by capitalising on the customer's financial and clinical priorities and by fulfilling bespoke product design and after-sales requirements.
 - Consultative approach to channel and supply chain decision making with my customers whilst keeping an attentive focus on profitability and supply chain excellence for my department.
- ❖ May 2001 – Jan 2002: **Hospital Sales Specialist** – Lundbeck UK
- Specialist hospital sales role with responsibility for territory pre-marketing and opportunity generation for the pre-launch of an enantiomer product.
 - Successful KOL engagement and formulary / budget holder inclusion was attained using customer prioritisation and relationship management
 - Strong 'concept sell' methods ensured the preparation of this competitive market to receive a new product in an environment where clinical acceptance is highly dependant on peer to peer experience.
- ❖ Sept 1998 – May 2001: **Medical Sales Representative** – Lundbeck UK
- ❖ Sept 1995 – June 1998: **University of Southampton, BSc Combined Honours Degree** in Biochemistry with Pharmacology
- ❖ Sept 1993 – June 1995: **Colchester 6th Form College**, A-Levels in Chemistry, Biology & Geography.
- ❖ Sept 1988 – June 1993 : **The Manningtree School**, 9 GCSE's, 8 of which at grade C or above

SIGNIFICANT ACHIEVEMENTS:

- Recipient of a 3M "Ambassador Award" for outstanding performance vs target in the Medical Markets division, recognizing my contribution to the Infection Prevention (Theatres) business during 2004.
- Comprehensive man management experience and training including performance management techniques, effective coaching skills, personal development plans, behavioural competency assessment, delegation and team leading & motivating abilities.
- Implemented new concept in business unit reporting by integrating existing CRM software and 6 Sigma techniques to produce revenue 'hoppers' enabling the user to track business opportunities VS sales target.
- Instrumental in the design and implementation of CRM software and CRM strategies into two business units within the UK Subsidiary of 3M Health Care
- A skilled negotiator with experience of B2B and public sector sales negotiations complimented and refined by the completion of an intensive 3 day negotiation training course.

MY PASSIONS:

Music remains my greatest passion and I've recently achieved a life-long ambition by learning to play the drums, although I'm not sure my neighbours are in agreement! I'm also passionate about motorbikes, good food and I love to cook and entertain friends and family.

REFERENCES: To follow upon request