

Justin Cronk

134 W. 93rd St New York, NY 10025

845-242-5332

JCronk782@gmail.com

OBJECTIVE: An MBA graduate with an emphasis in HealthCare Globalization with 3+years' experience in diagnostic & pharmaceutical sales seeking a full-time position in sales to utilize my knowledge and skills to increase sales growth & company profitability.

WORK EXPERIENCE:

Millicent Pharma – New York, NY

Specialty Sales Representative, OBGYN Office

February 2019 – September 2019

- Specialty sales representative calling on Obstetrics and Gynecology (OGBYN) successfully relaunching Femring, a 3 month vaginal ring treatment for menopause in Manhattan territory, February 2019.
- Ranked #2 nationally in market share growth in Q2 of 2019.
- Increased total prescriptions (TRX) for Femring 56.2% through August 2019.
- Increased new prescriptions (NRX) for Femring 44.8% through August 2019.
- #1 - Highest new prescription mark in the territory in previous 2 years of data, 29 new Rx of Femring of 40 total Rx in 05/2019.
- Increased selling rank from 9th place after the first period ending April 2019, to 2nd place in the second period through August 2019 in Femring market share growth.
- 20.5% increase of prescribing HCPs in territory from Feb 2019 through August 2019.
- 287 total Femring prescriptions through two consecutive quarters of 2019.

Atlas Genomics Women's Health – New York / New Jersey

Associate Sales Representative, OBGYN Offices

April 2017 – February 2019

- Associate sales representative calling on Obstetrics and Gynecology (OGBYN) for Genetic Carrier Screening product focused on inherited genetic disorders
- #1 in NYC territory for most appointments book in first sales eligibility month, 04/2017
- Successfully opened new greenfield sales territory – NYC, June 2017
- Converted competitive sales over to Atlas when performing carrier screenings
- Lead the team in business development- arranging appointments with providers and office managers through unique techniques and presenting clinical data to incite interest.
- Tracked lab sales and research competitor pricing to continue to educate myself on changing market demands – built sales strategy based on market changes
- Effective at building fast and trusting relationships with healthcare providers evidenced in early sales wins.

Relevant MBA Medical/Pharmaceutical Experience:

- Global Marketing; Globalization, Healthcare, & the Market; Strategic Management – Pharmaceutical Industry; Marketing Research; Multiplatform Advertising Sales; Customer Driven Marketing
- Researched and developed independent study on pharmaceutical prices in the industry, studying reasons for increases, ways forward, and recent developments, September 2016.

- Performed extensive analysis of Bayer Pharmaceuticals and the industry focusing on financials, challenges, value chains, strategies, and research pipeline potential, October 2016.
- Developed and coordinated a market research project for Prepd Pack with team members, designed survey research including questionnaire development using Qualtrics survey software to gather and interpret information to develop extensive marketing strategy to enhance new product offering.
- Developed a marketing strategy for Amazon.com with team members targeting students and millennials by using the benefits of Amazon Prime to attract target market, increase their average spend per year and drive revenues, August 2016.
- Consulted at a local Brooklyn grocery store with a group of team members to find ways to improve store layout and increase sales in a competitive neighborhood.

Additional Work Experience:

Tao Uptown & Downtown – New York, NY

Head Server, Corporate Trainer

April 2008 – Present

- Continuously break sales records through persuasive selling, knowledge of product and upselling.
- Show excellent interpersonal skills when working with diverse array of clientele in high volumes.
- Train new staff on delivering high sales, guest service expectations, and evaluate performance.
- Work in a fast-paced environment with high profile clientele in one of the top 5 revenue grossing restaurants in the country.

Education

Fordham University, Graduate School of Business – New York, NY 2014 - 2016

MBA, Dual Marketing & Management with Healthcare Designation

GPA 3.88

Member of Beta Gamma Sigma Business Society

Marist College – Poughkeepsie, NY

2000 - 2004

BS, Business Administration, Marketing

Dean's List