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| ADAM HORWITZ, MBA | |
| 23 Nance Road  West Orange, NJ 07052  (917) 386-4695 [adamhorw@yahoo.com](mailto:adamhorw@yahoo.com)  Accomplished Sales/Business Development leader with 16+ years of experience looking to make a career transition into Marketing. Relevant experience includes execution of marketing strategy at healthcare system level, successful new product launches, strong analytical skills and relationship building expertise.   * Strategic and Market Planning * Contract/Price Negotiation * Budgeting and Expense Control * Merchandising/Inventory Control * Project Management * Multi-Channel Product Distribution | |
| **EXPERIENCE**  **Johnson & Johnson - Ethicon Surgical Care – Gynecare New Jersey**  *Ethicon Surgical Care, part of the Johnson & Johnson family of companies, is the world leader in innovative* **April 2013-Present**  *products used to advance surgical care worldwide in order to enhance patients’ lives.*  ***Territory Account Manager***   * Manage the sales and trade marketing of Sigma, Interceed, Thermachoice, TVT, Dermabond, Stratafix Sutures, as well as Ethicon’s Energy portfolio, to achieve double digit growth in core products * Execute marketing plan at local healthcare system level according to national product marketing strategy * Led divisional product launch team to successfully launch new product Sigma in December 2013, which achieved territory growth of 150% within the category * Perform regular analysis to understand competitive landscape and drive sales growth of core products in saturated market * Trending to exceed business plan for first full year in territory * Lead regular best practice sharing sessions with my team in order to improve sales performance and focus on exceeding results. | |
| **Systagenix Wound Management (formerly Johnson & Johnson Wound Management)**  Systagenix Wound Management, formerly Johnson & Johnson Wound Management is the leading provider of advanced wound care products.  ***Sales Executive*** | **New Jersey**  **April 2007- April 2013** |
| * Managed sales and marketing of Silvercel Non-Adherent, Prisma, Promogran, , Tielle, EpiFix and additional portfolio products to wound care centers, skilled nursing facilities, home health agencies, and hospital acute care through working with Vascular Surgeons, Plastic Surgeons, Podiatrists as well as nursing staff, materials management, purchasing and finance * Increased Adaptic Touch and Silvercel Non-Adherent business by 56.5% in 2012 * Achieved consistent growth of territory year over year specializing in turning around underperforming territories through account relationships and distribution partnerships * Selected for Management Development Program. Partner with senior management to develop skills needed for future leadership roles * Member of Compensation Advisory Board to design compensation structure for entire sales force. * Member of Tielle Brand launch team in 2010. Liaison between the sales force and marketing team to successfully bring a new line of products to the market * Representative Advisory Board Member. Liaison between the sales force and sales management to uncover, discuss and resolve sales related topics and issues * Collaborated with GPO representatives to lead contract negotiations with healthcare systems for key account products in their systems * Field Sales Trainer responsible for coaching and mentoring new hires through field rides and book study * 2010 Regional Sales Executive of the Year * Managed and led the coordination of Systagenix sales team at the 2009, 2010, and 2011 New York Podiatric Medical Conference | |

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| **Daiichi-Sankyo Pharma**  Daiichi-Sankyo Pharma is the US subsidiary of Sankyo Co., LTD, one of Japan’s leading pharmaceutical companies, and is committed to improving the health of people worldwide.  **Territory Account Manager** | **New York**  **January 2005- March 2007** |
| * Responsible for marketing and sales of Benicar, Welchol, Floxin Otic and Evoxac to Health Care Professionals in the Brooklyn, NY area, with an emphasis on Family Medicine, Internal Medicine, Nephrology, Cardiology, and Rheumatology practices * Held ranking of 3 out of 535 in overall sales * Increased Benicar market share from 3.51% to 8.287% in 24 months. Increased Welchol volume by 46% | |
| **CDW Corporation**  CDW is a leading provider of technology solutions for businesses, government agencies and educational institutions nationwide.  **Senior Corporate Account Manager** | **Chicago, IL**  **August 1998-December 2004** |
| * Managed over 100 corporate accounts, providing them with total solutions for their entire corporate technology needs * Consistently met increasing sales goals; 1999-2004, increasing sales from $10,000 to $1,000,000 * Achieved Top 10 or better ranking for CDW Select division; 9/03-12/04 * President’s Club two years in a row; 1999-2000 * Researched and developed inactive accounts through both warm and cold outbound calling resulting in a combined account base with over $10 million in annual sales * Determined strategic pricing by analyzing volume, product category, competitive analysis and leveraged key account relationships with corporate accounts * Maintained consistent customer satisfaction rating 4 years in a row | |
| **EDUCATION** | |
| **INDIANA UNIVERSITY- Bachelor of Science, Biology**  **Bloomington, IN 1998**  **GEORGE WASHINGTON UNIVERSITY – MBA, Healthcare**  **Washington DC 2014** |  |