

## Susan M. Reynolds

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### PROFESSIONAL EXPERIENCE

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#### **BUXTON – Ft. Worth, TX**

**8/2018 – 1/2019**

Buxton develops a customized platform (SaaS) to provide analytics solutions for retail, healthcare, private equity, restaurant, and government services. Buxton's healthcare clients include major hospital systems, independent hospital operators, physician's groups, urgent care and ambulatory providers, and dental, hearing and optical service organizations. Notable clients: Orange Theory Fitness, Jason's Deli, FedEx, Mercy Healthcare, Marriott, Quest Diagnostics, and Visionworks.

**Director of Sales, Healthcare** – Responsible for developing the healthcare division (retail health and hospital systems) by offering solutions to address business needs in real estate, marketing and operations. Point of call with C-Suite and SVP level of healthcare businesses. Outreach also to investors during mergers/acquisitions of target organizations. Responsible for sales activities from lead generation, negotiation, and closing. Within 6 weeks of hire, had a pipeline of 7 prospects (new business) that were brought to the table. By the close of first 3 months, had progressed 5 prospects to RFP stage.

#### **PHONAK, a Sonova brand – Warrenville, IL (Chicago area)**

**9/09 – 1/31/2018**

Headquartered near Zurich, Switzerland, Sonova Group has developed, produced and globally distributed state-of-the-art hearing systems for 70 years. With recent acquisitions of surgical manufacturer products in the ENT field, Sonova is the largest hearing healthcare company world-wide. US corporate office based out of Chicago, IL.

**Region Director - South Central** - Based from a DFW home office. Domestic travel 50+%. Led region's Sales Managers, Specialty Sales Managers and Clinical Trainers with direction to Inside Sales supporting the field team. Account base included practitioners (MDs/clinical doctorate), administrators and business owners. Responsible for overseeing rapid launch of products and campaigns within the region occurring 3 – 4 times per year. Focus was to develop region strategy, retain key customers, win large account opportunities and co-travel with team to advance sales skills. Worked with key accounts on expansion plans/exit strategies, large co-op marketing campaigns and originated loan agreements with business owners to secure market share.

- **Region:** Managed large regions including the states: CA, AZ, NM, TX, OK, KS, NE, AR, MO, TN, LA, MS, AL, FL
- **Sales Management:**
  - Developed sales strategies; Set sales forecasts; Set and managed T&E budget; Hired, coached, developed field sales/training staff; Provided direction to team mentoring key employees in their professional/corporate growth.
  - Led quarterly team meetings and developed content/brought in resources specific to team needs.
  - With other thought leaders, was chosen to develop National Sales Meeting content. Presentation topics included: Team Strategy; Forecasting and Planning Tools; Team Collaboration for Success.
  - Experienced leading teams through organizational change.
  - Presented quarterly business reviews to the executive team (CEO, CFO, COO, CMO, SVPs).
- **Team Management:** Responsible for 6 Territory Managers, 3 Specialty Business Managers and directs team of 3 Clinical Trainers to support region. Ensured Inside Sales team aligned with region strategy to execute region plan. Responsibilities to develop team while also sharing the management of key accounts, developed T&E budgets, directed launch activities, new product integration, negotiated/approved pricing and ensured promotions met forecasted revenue.
- **Revenue Responsibility:** Have had up to \$52M in revenue responsibilities.
- **Accomplishments:**
  - Closed FY '10 over 113% to PY and was rewarded with a trip to global headquarters in Switzerland
  - From 2010 - 2014, was selected by executive management to attend Leadership Development Programs
  - Closed FY '14 at 109.8% to plan (114% prior year sales), ranking #2 nationally. Less than 1% from achieving Presidents Club.

- Dec 2017 - Delivered largest competitive account to VP Sales securing \$4M in revenue growth at an initial 20% share of business.
- Developed 7 team members to achieve growth positions within company

*S. Reynolds (cont.)*

#### **QUEST MEDICAL, INC., an Atrion company – Allen, TX**

**6/04 – 8/09**

Quest Medical develops, manufactures, and distributes medical devices for medical and surgical markets including cardiac surgery, ophthalmic surgery, oncology, IV fluid and anesthesia delivery, and hemodialysis.

**Ophthalmology Sales and Marketing Manager, Quest Medical (2/06 – 8/09)** - Managed the ophthalmology business unit consisting of Class I and Class II medical devices (stents, balloon catheters, surgical tools). Managed 23 independent sales reps (US sales force) as well as training international distributors. Domestic travel to meet sales objectives, support team, meet with key customers, and attend national conventions. Heavy collaboration at executive level. Annual presentations to Board of Directors. Accomplishments include:

- Managed reimbursement effort: Organized substantial support from KOL. Submitted formal commentary to CMS and presented to committee. Resulted in AMA creating a new CPT® code (68816) specific to procedure.
- Develop KPI reporting
- 2009 sales at 102% of worldwide forecast

**Product Marketing Manager, Quest Medical (1/05 – 8/09)** - Set pricing strategies, developed promotional plans and performed regional analysis to ascertain business threats. Responsibilities included forecasting, and the creation and implementation of marketing objectives. Interfaced extensively with engineering, manufacturing, regulatory and quality control. Established and built relationships with key opinion leaders. Provided clinical support to sales force worldwide. Position required the evaluation of new product concepts, interfacing with inventors and presenting new product opportunities to the executive team. Notable achievements in this position include:

- Developed, organized and coordinated KOL in the first-ever cadaver lab at a national academy meeting in March 2008.
- Created reimbursement guidelines for customer use; Collaborated/distributed a device dossier for third party payor.
- Published rebuttal in an ophthalmology peer reviewed journal, JPOS Feb. 2009.

**Account Representative, Quest Medical 06/04 – 12/06)** - Sales Representative for a 10-state territory in the Northeast, Central US, and Hawaii regions. Sales in 2004 increased both in new business and growth of existing business compared to 2003. End of year achievements show exceptional growth for 2005 at 120%. Sales for 2006 closed at 119% increase to quota. Sales ranking accomplishments include:

- #1 March '05; #1 May '05
- #3 for 1<sup>st</sup> quarter totals '05; # 2 for 3<sup>rd</sup> quarter sales '05
- Top 2 for new business in 3<sup>rd</sup> quarter '05

#### **RESOUND, CORP. – home based office**

**3/95 – 2/96**

Premier manufacturer and developer of digitally programmable hearing devices. (now GN ReSound)

***Regional Trainer*** - Independent part time contractor as southwest regional trainer for the leader in a new hearing instrument technology. Responsibilities included one to two-day training session with hospitals, clinics and private practitioners.

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### **EDUCATION & PROFESSIONAL DEVELOPMENT**

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**University of North Texas, M.S. Audiology**

**Univ. of Texas at Dallas, B.S. Communication Disorders/Education**

Corporate Training '08: Bringing out the Best in People; Conflict to Collaboration; Employment Law - Manager Training  
 Corporate Training '09: Training on Team Building Strategies  
 Corporate Training '10: Selected to attend Leadership Development Program  
 Corporate Training '11: Selected for a Time Management series to aid in refining business processes; Financial Leadership programs.  
 Corporate Training '13: Selected for program focused on Leadership Qualities and Staff Management  
 Corporate Training '14: Selected to attend a Leadership Management and Change Management program  
 Executive Training '17: Private coach hired for executive training.

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### **REFERENCES**

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Available at [Linkedin.com](https://www.linkedin.com) or a list will be provided upon request