

ALISON CANEY

An NHS and cardiac nursing background have led to a hugely successful career for me within the commercial sector. My drive for success coupled with excellent communication and organisation skills has led to exceptional sales performance. My current role focuses sales and adoption of new ground-breaking technology for ambulatory cardiac monitoring. Working with innovative solutions and driving new patient pathways for access to monitoring solutions. I have doubled the revenue within my region over the last 18 months. At Medtronic my role focused on the sale of Transcatheter Heart Valves. This fast moving and dynamic product area require a strong focus and outstanding customer relationships. Over the 3 years I grew the territory significantly – with an outstanding 66% growth. During my time at Roche Diagnostic roles, I gained experience and confidence with capital sales equipment and OJEU tender processes alongside total account management. I am a consistent overachiever with a drive to take on additional responsibilities and challenges. My ability to develop and maintain excellent customer and internal relationships is central to my success. Within Medtronic my performance was noted by winning President Club twice in 2018 and 2020. I was also awarded Structural Heart Salesperson of the year in 2020. During my time at Roche Diagnostics, I was also recognised with numerous sales awards.

EMPLOYMENT

August 2021 – present Business Development Manager, iRhythm Technologies

Main Responsibilities

- This role is focused on the development and adoption of new ground-breaking ambulatory monitoring solutions
- Working a blank canvas territory to build KOL's, connections and awareness of the new product area
- Working with multiple stakeholders including cardiac physiologists, cardiologists, procurement, finance, IT and at ICB level
- Supporting and building business case proposals with NHS customers
- Utilising clinical data to drive awareness and adoption
- Driving sales through private markets and within the NHS
- Working to secure innovative funding streams for the NHS to ensure adoption of the technology at scale

Key Successes

- Cumulative territory growth of 198%
- Exceeded target 2022 – 118%
- Implementation of evaluation protocol for the wider team at iRhythm Technologies
- NHS Pipeline developed 5 active prospect working towards business case
- 9 new private sites acquired

April 2017- present Therapy Development Specialist- Structural Heart, CVG Medtronic

Main Responsibilities

- This role focuses on the sales of transcatheter heart valves and associated consumables to cardiac centres and clinicians within a designated region – Northern England
- Develop and maintain meaningful relationships with various stakeholders including implanting Cardiologist's, TAVI nurses, Cath lab managers, procurement, and operational managers
- Absorb, understand, and implement the clinical data to drive market share within my region

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- Monitor sales and spend accurately alongside accurate forecasting
- Execute, evaluate, and assess various marketing campaigns within my region
- Provide effective and outstanding clinical case support to ensure excellent outcomes
- Engage with KOL's and develop KOL's within my region
- Drive innovation with new market development pathways
- Drive collaboration internally across the CVG division
- Clinical excellence, extensive knowledge of disease area
- Analysis of CT scans utilising 3 Mensio software – aortic and peripheral access

Key Successes

- Cumulative Territory growth FY18- FY20 66%
- Two times President Club award winner- 2018 & 2020
- Structural Heart Sales Person of the Year Award – 2020
- New TAVI centres opened - Castle Hill and Sheffield
- Significant competitive share taken Manchester Royal Infirmary
- Selected to be part of the Global Clinical Training Team

August 2015- April 2017 Technical Consultant, Structural Heart, CVG Medtronic

Main Responsibilities

- Provide outstanding technical and procedural support for the implantation of transcatheter heart valves, ensuring favourable outcomes
- Drive use of the Medtronic platforms by utilising the clinical data
- Analysis of patient CT scans using 3 Mensio software
- Support and implement sales strategies within accounts – such as marketing campaigns
- Develop and maintain meaningful relationships with variety of external stakeholders including implanting cardiologist, TAVI nurses, Cath lab teams
- Innovation - Development of 3Mensio checklist – now utilised across EMEA
- European award for Sheffield role out training

August 2009- July 2015 Decentralised Diagnostics Sales Specialist & Field Trainer- Roche Diagnostics

Main Responsibilities

- This role focused on the account management of NHS Trusts in a designated region and sales of a range of point of care equipment and IT solutions with high capital value.
- A complex and consultative sales process is employed to varying stakeholders and therapy areas within the NHS. These include Procurement, Finance, Laboratory, ITU, Theatres, Emergency Departments, Diabetes Specialist Teams, Cardiology, NICU, Maternity and IT.
- Securing tender wins by adapting a strategic, targeted, and consultative 18-month sales cycle
- Utilising various sales channels such as, Managed Laboratory Services, direct sales/contracting and procurement hubs/supply chains.
- Compiling technical tender responses and pricing proposals.
- Strategic and focused account management to ensure key business retention and growth.
- November 2013- Multiplate Clinical Sales Specialist (Project) Clinical sell of the Multiplate antiplatelet therapy monitoring platform to Interventional Cardiologist, Cardiac Surgeons, Anaesthetists and Perfusionists. This specialist project was in addition to existing role. A small team of 3 were selected to work on this project to create pipeline and explore customer needs prior to full commercialisation

Key Successes

- 100% retention of key accounts
- 6 competitor tender wins

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- Acquisition of the largest blood gas tender worldwide within Roche with a total contract value in excess of £1,000,000. This contract included 33 system placements and associated Roche IT solutions
- Territory growth of 36% over 3 years with Exceptional Sales v Target 2011- 109%, 2012- 118% , 2013- 114%, 2014 – 109%
- Active involvement in company process and change, including participation in cross divisional project group.
- Winner “Rookie Sales Person of the Year” 2010, Nominated “Sales Person of the Year” 2011 and 2012, Winner “Sales Person of the Year” 2013

September 2006- 2009 - Training Specialist and Field Trainer, Roche Diagnostics

Main Responsibilities

- Training for varying levels of health care professionals on blood glucose meters, blood gas analysers and urinalysis meters.
- Organisation and coordination of large-scale product implementations and roll outs Blood glucose meter audits, complying reports and feeding back results, making recommendations on how to improve practice and raise standards
- Providing outstanding customer support to the customers within my territory in order to provide the most appropriate bespoke training and audits
- Developing and maintaining excellent relationships with customers

Key Successes

- Successful roll out of 5 large complex implementations training over 3,000 members of NHS staff
- Organisation of cross team meetings and team meetings
- Extensive buddy support given to new starters including field assessments.
- Development of completely new induction process including all documentation and training presentations

Feb 2001- Sept 2006 - Senior Staff Nurse, Chesterman Unit, Sheffield Teaching Hospitals

Various nursing roles within cardiology and cardio-thoracic specialty areas. Including Cardiac Day Ward, Cardiology Specialist Ward, Cardiothoracic Surgery and Cardiology High Dependency.

Main Responsibilities

- Delivery of high standard of care to cardiology and cardiothoracic patients
- Management of patients pre and post angiography procedures, cardiac surgery, ablation, pacemaker, and internal defibrillator insertion
- Care of terminal ill and patients with life limiting cardiac conditions
- Ward management and bed management when shift leading
- Extensive knowledge of causes, implications, and treatments of heart disease.
- The busy nature of the ward environments and high turnover of patients ensured the development of essential skills such as prioritising my workload, effective communication, and organisation.

Key Successes

- Promotion to senior staff nurse in 2003
- In the absence of a senior I took the lead in the set-up of a newly formed Cardiology Special Care Unit - organising rotas, equipment delivery and documentation.
- Mentor for numerous student nurses and newly qualified staff

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EDUCATION AND QUALIFICATIONS

1991-1995 Higham Lane School. Nuneaton, Warwickshire
10 GCSE's at grade B and above 1
1995-1997 King Edward College, Nuneaton, Warwickshire
A Level (Psychology, English Literature, Biology) Grade B, B, C
1997- 2001 Sheffield Hallam University, Sheffield, South Yorkshire BA (Hons) Nursing Studies - Second
Class Honours

Post Graduate Training

- Diabetes Management Module One. Sheffield University.
- Cardiology in Practice, Sheffield University
- Mentorship Preparation- Teaching and Assessing. Sheffield University
- Group Training Certificate- Roche Diagnostics
- Time and Territory Management- Roche Diagnostics
- Negotiation Skills- Roche Diagnostics
- Introduction to line Management- Roche Diagnostics
- Strategic Selling- Miller Heinman

REFERENCES: AVAILABLE UPON REQUEST
