
With nearly a decade of experience in healthcare technology sales and management, I bring a robust understanding of SaaS sales, medical device management, and capital equipment solutions.

Leveraging my extensive experience with Biotronik's diverse product portfolio, I have successfully developed strategic sales initiatives, fostered long-term client relationships, and navigated complex technology environments. Additionally, I have a proven track record in building and developing high-performing sales teams, ensuring they are equipped with the skills and knowledge needed to drive growth and deliver value through innovative, client-focused solutions.

EXPERIENCE

MIDWEST SALES REGION TERRITORY MANAGER

BIOTRONIK, Inc | Various positions 2016 – 2024 | Cardiac Rhythm Management

2022 – 2024 Territory Manager, Midwest

2018 – 2022 Sales Representative, Various geographies (IL, WI)

2016 – 2018 Field Clinical Specialist, Chicago

Implantable cardiac devices are inherently complex due to their need for precision in device function, responding to constantly changing heart rhythms. These devices, including pacemakers, defibrillators, and cardiac resynchronization therapy (CRT) devices, require rigorous testing and continuous monitoring to ensure patient safety and efficacy. The implantation involves surgical expertise for proper device placement and function. Cardiac device home monitoring systems, utilizing SaaS cloud technology, provide real-time data transmission and analytics, enabling remote monitoring, timely interventions, and improved patient outcomes. These systems also integrate seamlessly with Electronic Health Record (EHR) solutions, ensuring up-to-date patient information and enhanced clinical decision-making through secure, scalable, and compliant cloud-based infrastructure.

- Consistently ranked among the Top 10 performers nationwide in sales plan performance and revenue growth.
 - 6-year track record of exceeding multi-million-dollar sales quotas, ranking as a top performer across Midwest, West, and Nation.
 - Manage territory consisting of 11 team members across IL, WI, IA, IN. Hospitals included large IDNs, University Centers, VA Facilities, Regional GPO's, regional hospitals, ASCs, and OBLs.
 - Product portfolio covering implantable cardiac devices (pacemakers, defibrillators, and CRT devices), SaaS-based Remote Monitoring solutions, and Zero Gravity™ (weightless lead) capital sales.
 - Responsible for developing and executing regional sales strategies for Cardiac Rhythm Management (CRM) portfolio.
 - Achieved consistent double-digit revenue growth by creating and leading team through new sales initiatives. Success and innovation lead to presenting sales strategy nationally on multiple occasions.
 - Significantly increased market share percentages in new and existing accounts, leading new implanters YoY.
 - Monitor and report on daily, monthly, quarterly sales performances and provide recommendations for strategic improvement; while conducting QBRs with upper management. Including budget and expenditures to grow while advising on effective use strategies.
 - Hire, train and coach sales representatives and clinical specialist within the region to achieve individual and team sales goals, while building team culture.
 - 8-years' experience in selling, teaching, and servicing customers on Biotronik's SaaS-based home monitoring for implantable cardiac devices, ensuring comprehensive client support and maximizing system utilization for improved patient outcomes.
 - Identify large IPO and GPN opportunities, also negotiating hospital system and OBL contracts resulting in longstanding win-win partnerships.
 - Built an extensive network of perennial relationships with multiple levels of decisionmakers; including physicians, fellows, staff, administration, and hospital c-suite executives.
 - Salesforce Regional Expert, teaching software application, high-level prospecting and sales cycle management. Presented nationally on strategy to identify short- and long-term market share target opportunities for field sales teams.
 - Extensive experience in Cath/EP operating rooms, assisting in complicated hands-on surgical procedures; as well as training staff, physicians, fellows, and other HCPS.
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PERFORMANCE
BIOTRONIK, Inc | Various positions 2016 – 2024 | CRM

TERRITORY TO PLAN

2022 – 80.4% (NEW MANAGEMENT AREA)
2023 – 102.8%
2024 – 101.3%

SALES PERFORMANCE TO PLAN

2019 – 116%
2020 – 114% (COVID-19)
2021 – 133%
2022 – 144%
2023 – 125%
2024 – 117%

RESEARCH ENGINEER

BARROW NEUROLOGICAL INSTITUTE | Spine Biomechanics Lab – St. Joseph's hospital
2015 – 2016

Conducted research and collaborated with clinical teams to advance the understanding and application of orthopedic implantable devices in spinal surgeries. Experience in biomechanics and the mechanical behaviors of the human spinal column at Barrow Neurological Institute, ranked among the top neurology and neurosurgery hospitals in the nation in 2015.

- Constructed, assembled, and helped design/modify a multi-axis programmable spine robot for the study of multi-body spinal biomechanics using real-time hybrid force and displacement control strategies in conjunction with original creator, Brian P. Kelly, PhD.
 - Collaborate with a team across Division of Neurosurgery, including research engineers, clinical neurosurgeons, fellows, and residents to ascertain how trauma, disease, and implantable surgical interventions affect normal behaviors; movements, forces, and overall stability of human spine.
 - Perform statistical analysis and prepare for peer reviewed journal publication.
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PHILANTHROPY

PRESIDENT & BOARD MEMBER

LORIES CALLING | 501c3 Non-Profit Organization
2023 – 2024

My roles have included developing and implementing health education programs, coordinating volunteer efforts, and securing funding through grants and donor engagement. I have successfully led teams to achieve organizational goals, enhanced community outreach, and fostered partnerships with local healthcare providers to extend services to underserved populations. This experience has honed my skills in project management, fundraising, and stakeholder collaboration, enabling me to make a meaningful impact in the non-profit sector.

- Awarded the GuideStar Silver Transparency Seal back-to-back years in 2023 & 2024.
- Maintain 501c3 status and compliance for business operations across multiple states (AZ & IL).
- Partner with thought-leaders in the med-tech space to develop programs and advance access for mental health and overall well-being, leveraging advancements in SaaS remote patient monitoring, EHR technology, vagus nerve stimulation (VNs)
- Recruit and lead volunteers in community programs and partnerships with local businesses to expand mission reach, and raise donor funds.



EDUCATION

BACHELOR OF SCIENCE IN BIOMEDICAL ENGINEERING

Arizona State University – Ira A. Fulton School of Engineering

CERTIFIED CARDIAC DEVICE SPECIALIST (CCDS)

International Board of Heart Rhythm Examiners – IBHRE

Multiple industry references available upon request.