

Name

Address • City, State Zip Code

Home: (777) 777-7777 • Mobile: (888) 888-8888 • E-mail: name@best.net

SALES / ACCOUNT MANAGEMENT Pharmaceutical ... Biotechnology Industries

Award-winning management professional qualified for sales/account management challenges requiring expertise in selecting, building and retaining top-tier sales teams. Excel in account development (including government contracting), advocate/thought leader development, team-selling, sales team training, development, coaching and leadership.

Equally strong in innovative problem solving, financial analysis and development of strategies for formulary acceptance and business growth. Articulate communicator who cultivates and manages excellent relationships with physicians, executives and staffs of medical centers, practices and hospitals.

CAREER EXPERIENCE & ACHIEVEMENTS

Regional Area Manager & Assistant Director of Sales Training BORLAND PHARMACEUTICALS	2002 to present Stamford, CT
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Selected as one of 3 Regional Area Managers to join Borland following its acquisition of Lanster Pharmaceutical's product line. Key contributor on team that built Company's newly created sales and marketing organization for Lanster. Provide strategic planning for Northeast Region Initiatives and serve on Borland's cross-functional Leadership Team, setting corporate direction.

Performance Results:

- ▶ **Recognized for instrumental role in establishing the Hospital and Oncology teams and positioning Borland in the marketplace for Lanster product line.**
 - Region achieved 104.4% of sales goals for the second quarter 2004—a 6.1% increase.
 - Neutralized and secured retention of a key hospital account, averting \$2.2M loss in annual business.
 - Captured a university hospital account in New York, generating \$1.5M in annual sales.
- ▶ **Thought-leader developer and educational-program coordinator.**
 - Identified, recruited and developed relationships with 12 primary thought leaders and recruited 30+ regional clinician advocates in the oncology market for clinical trials and product endorsements.
 - Planned and facilitated all facets of 4 regional symposia with participation from all key decision makers from target accounts (university hospitals and major medical centers region-wide) last year.
 - Initiated 8 clinical trials with individual investigators in the Northeast Region and 9 are in progress for national Clear II trials.
- ▶ **Initiator and leader of nationwide training, education and mentoring programs that develop and groom sales reps, keeping them at the forefront of medical issues.**
 - Co-created, organized and implemented Company's first formal training and study program for national field sales force.
 - Designed and present selling skills seminars, emphasizing solution-based selling, relationship development, reimbursement issues and patient education.
 - Collaborated formalizing new program to train sales reps as mentors and coaches, facilitating the development of new recruits in each region.
 - Turned around sales force retention through effective recruitment and selection methods.
 - Recruited and trained new reps to become solid performers—2 of which rank #2 and #4 in sales nationwide.

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REGIONAL AREA MANAGER & FIELD SALES MANAGER
ASTRA PHARMACEUTICALS

2001-2002
Newark, NJ

Hired by Astra following its acquisition of the Johnson Company. Led training and development of a sales team of 8 for a 3-state region. Targeted special accounts and secured formulary conversions/reversals for the oncology and bone marrow transplant market. Teamed with local and regional Group Purchasing Organizations to formulate contract pricing. Member of the interview and selection team to recruit new sales reps region-wide. Performance Results:

- Delivered formulary reversals at 5 key universities, **producing highest dollar volume (\$2.5M) in the territory for the product.**
- **Achieved 117% of quota in sales volume through formulary conversions.**
- As clinical liaison obtained initial concepts for trials in the anti-fungal therapy market in immunocompromised patients.

AREA SALES MANAGER
JOHNSON COMPANY

1999-2001
Princeton, NJ

Recruited to target major institutions and health care providers in the hematology and oncology market throughout New York and New Jersey territory. Performance Results:

- One of only 10 out of 48 nationwide to earn the **2000 National Achievement Award** for sales performance.
- Produced \$1.5M contract with New York University and \$500K annual contract with Sloan-Kettering, representing 25% annual increase for both accounts.

ACCOUNT MANAGER
SIMMONS PHARMACEUTICALS

1997-1999
Trenton, NJ

Promoted within 4 months of hire to develop and manage hospital and oncology center accounts in New Jersey. Partnered with area reps to market oncology product and **grew business to 20% of sales in the Company** - even though product was not originally indicated for this type of treatment.

EDUCATION / PROFESSIONAL DEVELOPMENT

M.B.A.; New York University, New York, NY
B.S., Biology, Springfield College, Springfield, NY

Additional:

Management Development
Target Selection & Interview Process
Preceptor Practicum