

CLIENT

Address
City, State zip code

(555) 555-5555
name@cox.net

SALES LEADER

Medical device sales, pharmaceutical sales and multi-product/therapy sales management experience.

Sales Leader with a consistent history of successfully turning around underperforming sales teams and driving sales growth ... leading and developing sales districts / territories for sustainable long-term growth ... business planning, execution and measurement to develop new/existing markets ... and converting competitive business through consultative selling strategies.

- Led district to achieve sales growth of 24% within 3 years
- Expanded Ft. Myers territory revenues by 50% in only 12 months.
- Produced 18% sales growth in Melbourne territory in just 12 months.

Motivating leader with proven change management skills who creates an environment of trust, empowerment and accountability. Excel in building, aligning, developing, leading and inspiring teams to realize their full potential and achieve organizational goals. Problem solver with strong analytical skills, who quickly assesses business needs, develops strategies and executes solutions that *always* deliver results. MBA in progress.

PROFESSIONAL EXPERIENCE

Pharma, Inc., Stamford, CT

Sept. 2003 to Present

District Sales Manager

June 2006 to Present

Selected for promotion from a competitive pool of other candidates. Turned around an underperforming sales district to achieve 24% revenue growth (from \$15,423,841 in 2006 to \$19,070,966 as of April 2009). On track this fiscal year to grow revenue over \$20 million.

Management Scope:

- \$22,064,729 in revenues for South Florida District (7 sales territories)
- Team of 24 sales representatives, clinical specialists and clinical specialist supervisor
- Accounts include 100 hospitals, 40 surgery centers, 200 physicians
- Selected to serve on cross-functional teams: Sales Advisory Council (FY08), Supply Chain Team (FY09), Device Registration Team (FY10).
- Multiple product lines (pain pump, ABC therapy and DEF therapy)

Notable Accomplishments:

- **Revenue Growth:** Restructured sales team lacking accountability into a cohesive, top performing district with 7 territories achieving plan.
- **Cost Controls:** Reduced annual controllable expenses: FY09 89.6% to plan, FY08 101.5% to plan and FY07 97.5% to plan.
- **Performance Turnaround:** Led district to rank #6 in sales in FY10 from #23 out of 30 districts company-wide in just 3 years.
- **Talent Development:** Hired, trained and developed 17 new reps:
 - 2 awarded Rookie of the Year in FY08 and FY09
 - 5 earned All-Stars award in FY08 and FY09 out of 200 reps
 - 1 promoted to DM and 1 to Field Development Manager
 - 4 served on Sales Advisory Councils; 1 on Field Technology Council
 - Mentor to District Manager in Texas
 - Selected to mentor (#1 rep in US) in division
- **Leadership Initiatives:** District is continually tapped to lead pilot programs to provide feedback before initiatives are rolled out nationally
- **Marketing Programs:** Chosen to assist Marketing department in development of sales aids, online marketing tools and direct-to-consumer advertising.
 - Developed 2 product sales binders rolled out nationally.

Therapy Consultant, Stamford, CT

Sept. 2003 to June 2006

Took charge of and turned around non performing Ft. Myers sales territory from last in the region to #2. Promoted and sold 3 product lines to an account base of 65 physicians and 25 hospitals and surgery centers.

Notable Accomplishments:

- **Drove territory revenues to 50% growth** in FY05 over FY04
 - Improved revenues from 77% to plan (\$856,000) to 121% to plan (\$1,797,000)
 - Increased units sold from 65 to 135 (50% growth over prior year)
 - Ranked #2 Rookie of the Year out of 19
 - Converted implanting physicians to Medtronic products, initially 5 to 25 physicians in FY05
 - **Challenged to turn around the most competitive territory** within district:
 - Drove AOP from 67% to finish at 85% in first year
 - Converted implanting physicians to Medtronic products, initially 2 to 9 out of 13 in FY06
 - Developed territory for long-term sustainable growth, achieving AOP in FY07, FY08 and FY10
 - **Selected as District Field Sales Trainer** in FY05 and FY06, training 5 new reps (4 are still employed by company and are excellent performers).
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Grenan Pharmaceuticals, Stamford, CT

Sept. 2000 to Aug. 2003

Sr. Professional Sales Associate

Delivered territory sales growth from 80% to sales plan in 2000 to 104% in 2001 and to 115% in 2002-03. Promoted and sold 3 pharmaceuticals to 150 accounts, including hospitals and pharmacies in the Connecticut territory.

Notable Accomplishments:

- **Turned around territory from 70 to #15 out of 80 in 2001 and to #1 in 2002 region-wide.**
 - **Won Spirit Award for Leadership and Excellence** (only one awarded annually in region).
 - **Achieved Distinguished Sales Performer** national sales award in 2002.
 - **Chosen as District/Regional trainer** for sales reps in 2002-03, training 5 sales reps.
 - **One of 10 sales reps chosen nationally for management training program in 2003.**
 - **Selected to serve on Sales Advisory Council in 2002.**
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Sanders Pharmaceuticals, Trenton, NJ

Jan. 2000 to Aug. 2000

Sales Representative

EDUCATION

COLUMBIA UNIVERSITY, New York, NY
Master in Business Administration (2010)

UNIVERSITY OF CONNECTICUT, Hartford, CT
Bachelor of Science in Business Administration (1998)

Continuing Education

Integrity Selling ... SPIN Selling ... 7 Habits of Effective Managers ... Situational Leadership ...
Medtronic: Diversity Training, Hiring the Best Performers, Coaching Inside and Out, Leader Coach