

Brendan J. Farrell

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Summary

Astute leader recognized as a driving force that delivers sound business operations, learning and development strategies, training initiatives, and sales guidance within complex settings that demand keen business, commercial, financial, and technology acumen. Progressive career of streamlining practices that exceed corporate goals and expectations, with a consistent focus on executing the highest levels of customer service. Exceptional strengths in building high-performance teams, spearheading new product and market identification, and aligning critical raining solutions with business objectives to drive sales and profitability.

Empowering communicator with a history of delivering extraordinary results in building long-term partnerships, advancing organizational goals, and educating people on new products and programs and how to reach their maximum potential. Passionate learning culture advocate who consistently brings energy, decisiveness, and experience to drive teams to give 100% effort and loyalty. Dedicated to maintaining a reputation built on service and uncompromising work ethics.

Areas of Emphasis

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| • Strategic Business Planning & Execution | • Project & Program Management | • Performance Optimization |
| • Consultation & Advisement C-Suite | • Continuous Process Improvement | • Capitalization Strategies & Risk |
| • Learning & Development Strategies | • Employee Engagement/Retention | • Go-To-Market Strategies |
| • People Development & Management | • Competitive Landscapes | • Identifying Organizational Needs |
| • Medical Terms, Processes, Surgeries | • Training, Coaching, Mentoring | • Market Data, Trend Analysis |
| • Curriculum & Program Development | • Multiple Learning/Online Platforms | • Sales & Marketing Methodologies |

Career Experience

Medtronic Spine and Biologics, Memphis, TN

2019 to Present

Director, Medical and Sales Education

Recruited to provide expert recommendations, consultancy, and direction on training programs and development of technology certification curriculum on the spine surgery robotics platform. Facilitate assessment and evaluation of materials covered to ensure internal/external customers, surgeons, and medical staff receive extensive training. Oversee daily activities of 22 team members with a focus on executing training initiatives and programs to ensure long-term business growth and exceed revenue objectives.

- Established and partnered with national Key Opinion Leaders (KOL), engineers, and marketers a complete tiered medical education and technology training curriculum for robotic spine surgery platform.
- Facilitate as the go-to person to resolve critical problems, define strategies, and drive consistently across the workplace while leading comprehensive sales and technical training for case coverage; 500+ trained to date.
- Execute and coordinate strategic training for 400+ surgeons on robotic technology.
- Effectively disseminate clear priorities and motivate employees to drive alignment with corporate vision and goals; lead a communications environment geared toward change which effectively has increased employee engagement, sales, and client portfolio growth.
- Developed and integrated a data-driven decision-making model utilized to improve adoption of robotic surgery through identification of key strategic and tactical sales/marketing activities; post-training adoption increased from 26% to 67% in 6-months.
- Continually evaluate areas of opportunity, project quarterly, and annual sales, analyse competitive landscapes and develop eye-catching marketing strategies to drive long-term business growth.

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Smith and Nephew Orthopedics, Andover, MA

2018 to 2019

Senior Manager, Professional Education, Marketing Programs

Led strategic direction and activities of a 9-member marketing team on executing professional education to orthopedic surgeons and ancillary staff. Played a significant role in relationship management with clients; attended meetings, proposed strategies, and integrated diverse operational procedures to increase internal workflows with focus on client satisfaction.

- Effectively managed product deliverables, new product launches and led Key Opinion Leaders (KOL) management to education on disruptive technology, bio inductive implants. Identified and developed communications with KOL' during the early adopter phase of launch which resulted in 167% to quota, 2018.
- Initiated aggressive growth plans, and prepared comprehensive omnichannel marketing plans which maximized the availability of information on upcoming marketing and education programs.
- Conducted competitive market analysis, provided advisement on critical issues, and represented the organization to key clients to promote programs and secure new business that aligned with all Key Performance Indicators (KPIs).
- Identified gaps and opportunities in budget management; developed budget model that met the needs of 3 business units reducing budget by 10% year over year (YoY) without eliminating manpower or key events.

Intuitive Surgical, Sunnyvale, CA

2011 to 2018

Delivered outstanding service and dedication during tenure with the organization. Held multiple positions with increased responsibility. Position focused on educating key clients for the corporation that develops, manufactures, and markets robotic products that are designed to improve clinical outcomes in minimally invasive surgery. Successfully drove new business growth through relationship management and providing consultancy and advisement to key decision-makers.

Sales Manager, Specialty Products (2016 to 2018)

Positioned as surgical Subject Matter Expert (SME) with focus on targeted leading academic institutions and expanding customer portfolio on the adoption of robotic-assisted surgical products. Developed key industry influencers to validate and position the devices within hospitals.

- Elevated operations across all functions, prepared comprehensive technical and financial proposals for new and incremental systems; presented the cost-benefit and total cost of ownership scenarios to hospital C-level leaders. Coached and mentored multiple surgeons for speaking events and presentations; leveraged expert speaking, presentation, and product knowledge to advise surgeons.
- Facilitated market assessments, competitive analysis, pipeline development, and sales forecasting which increased revenue from \$3.3M to \$29M within 12 months. Consistently led the firm in revenue growth and largest system sale of \$2M.

Clinical Sales Representative (2013 to 2016)

Drove continuous process improvements and implemented leading technologies to deliver streamlined sustainable robotic-surgery programs; trained physicians and cold C-suite decision-makers on the economic benefits and improved clinical outcomes of robotic devices. Effectively covered 7 surgical specialties in 5 premier hospitals.

- Successfully achieved 114% quota for robotic procedure adoption, 87% YoY growth, and ranked #11 out of 490 representatives nationwide.
- Facilitated training to 27 surgeons on robotic surgery platform, resulting in highest post-training production rate during 2015 in the United States.
- Worked in coordination with capital sales and clinical sales to secure new business of 4 additional robotic systems which generated \$7M in incremental revenue over 3-years.

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- Administered all aspects of strategy regarding Learning and Development; created and delivered 10 programs annually; 10-week programs attended by 450+ new hires. Enabled salesforce to sustain a 15% quarterly increase in procedure adoption.
- Appointed out of 6 peers to partner with marketing and sales leadership teams to develop and integrate a strategic sales program for entire national sales force of 900+ representatives on single-incision surgery. Resulted in launch of new brand and secured sales of 380 new robotic systems within 6-months.
- Play significant role in the design of an advanced selling course covering clinical intricacies of colorectal surgery; the program received national adoption and multiple KOL success stories.

Additional Experience with Intuitive Surgical

Senior Sales Trainer (2011 to 2013)

United States Army, Fort Louis, WA – Baghdad, Iraq

2006 to 2011

Battalion Communication Officer – Chief Information Officer (2010-2011)

Operations & Executive Officer – Supply Chain Director (2009-2011)

Platoon Leader – First Line Supervisor (2008-2009)

Network Officer – Project Director for \$100M Modernization Project (2006-2008)

Served in multiple leadership positions during military experience in the U.S. Army. Successfully led high-performance teams, led project management, drove communications, and ensured all critical processes and practices were consistent across operations.

Highlighted achievements:

- Led equipment reset plan following desert missions; led team in cleaning and reassembling of 947 pieces of IT equipment valued at \$28M and completed reset 6-weeks early resulting in enabled deployment training beginning ahead of schedule saving \$500K in government contracts.
- Effectively managed an 18-person team to engineer, install, and operate telecommunication network for 8,000+ users with limited telecommunications assets which provided ability to participate in realistic training simulations and provided IT, staff, with real-world learning opportunities.
- Directed team of 5 in program management and implementation of IT equipment modernization projects for 4,000+ users valued at \$100M; promoted to lead and train staff of 37 members, providing IT/network support in Iraq.

Education

Master of Business Administration, Healthcare Administration & Management

George Washington University, Washington D.C., 2019

Bachelor of Arts, Political Science

University of Rhode Island, Kingston, RI, 2006

Professional Awards

Airborne Qualification Badge | Army Achievement Award | Army Commendation Medal | Bronze Star Medal |

Combat Action Badge | Global War on Terrorism Medal | Iraqi Campaign Medal | National Defense Service Medal |

Overseas Service Ribbon