

# David Secul

## Client Engagement | Sales Leadership | Business Development

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Location: 1668 Amy ct, Toms River, NJ 08755

### CAREER PROFILE

Effective, dynamic, and results-driven leader working at the cutting-edge of sales management, strategic planning, and persuasive client engagement to drive class-leading business performance and sustainable revenue growth within the health space. Specialize at nurturing and translating long-term relationships with key opinion leaders in the physician community into explosive market share growth, while building and aligning talented teams to overdeliver against challenging goals and performance metrics.

### KEY SKILLS & STRENGTHS

- End-to-End Sales Management
- Physician Relationship Management
- Project planning & Revenue Growth
- Business Insights & Territory Planning
- Lead Generation & Pipeline Development
- Negotiation, Pitching, Presenting & Business insight
- Analytical skills & Strategic thinking
- Market Analysis (Data-driven Decisions/Reporting)
- Strategic Marketing Management
- Staff Management & Development
- Speaker Program Development
- B2B Technical Sales
- Veeva, Salesforce, Tableau
- Innovated PSP strategies
- Cross-selling & Product Education
- Cross-functional Experience in Operations, Market Access, Marketing & Training
- Bilingual Skills
- Excellent communication and organizational skills
- Extensive experience understandings and working with specialty pharmacies.
- Strategic knowledge of large integrated health systems
- Work under Company Compliance and PhRMA code to meet all expectations.

### CAREER HISTORY

#### GI Senior Territory Manager

Salix Pharmaceutical

01/2017 - Present

Bridgewater, NJ

- Spearhead day-to-day business operations, promoting a culture of quality, client-centric service delivery and continuous improvement to align territory-wide performance with best-in-class standards.
- Drive maintainable increase in sales through expert management of the end-to-end sales process, nurturing trusting and long-lasting relationships with general practitioners and Gastroenterologists throughout Essex, Union, Hudson, Middlesex, Monmouth, Ocean, Atlantic and Cape May Counties.
- Consult both prospective and existing physicians directly to gather insights into needs and determine how best to pitch and position Salix products.
- Tailor pitches and sales presentations according to insights and the personality types of prospects to highlight the unique value proposition of Xifaxan, Plenvu, Relistor, Uceris, Apriso and Trulance – steering decision-making.
- Transformed the Gastroenterology Landscape within the Newark and Jersey Shore territories from a position of decline to ranking within the top 2% nation-wide.
- Provide incisive leadership to an effective pod of three territory managers, including performance oversight, professional development, and delegation of workflows and working with specialty pharmacies
- Apply a data-driven approach to the development and tracking of territory-wide business development strategies; generating reports to analyze and elevate performance to better meet quotas.
- Lead liver rare disease protocols in transplant and hospital settings as well as large integrated health systems.
- Partner with leadership to create a company diversity panel and capitalize on opportunities to better use the diverse cultural backgrounds and distinctive experiences of Salix employees.

- Elevated teamwork and performance through mentorship and coaching that resulted in tailored sales approaches based on personality traits – increasing share within the district.

### **Key Achievements**

- Lead our district and placing my territory at 3% in the country for lead production (Xifaxan), while delivering 112% of plan for FY 2021.
- Secured a 15.5 % market share for Plenvu (8% above the national average) and 10.5% market share for Xifaxan (HE Indication), exceeding the national average of 8.5% for FY 2021.
- Placed in the top 5% of the country's overall Xifaxan salesforce in FY 2020 by delivering 105% of target and 102% of plan for both indications - dubbed Xifaxan Product Champion.
- In FY 2021, ranked third out of 86 employees to secure a place in the top 2% of performers companywide.
- Accepted the Gastroenterology Division District Peer Award 2021 for providing outstanding leadership, promoting teamwork, and executing creative sales and marketing ideas to deliver explosive growth.
- #1 in the nation for FY 2018, delivering 101% of goal and achieving a Q1 payout of \$48,598.00.
- Outstanding Performance Award for the District FY 2017.
- Within less than 12-months in the territory achieve top 5% in the nation and recognized with the Gastroenterology Division Rookie of the Year Award.

### **Professional Sales Representative**

**02/2015 – 12/2016**

**InVentiv (GSK)**

**Somerset, NJ**

- Strategized and implemented major organizational expansion by supporting the launch of Tanzeum for GSK into the Ocean and Monmouth County NJ territories.
- Strengthened existing relationships with HCP's and endocrinologists to deliver a 15% increase in share of market
- Promoted Advair as part of the extended portfolio to primary care physicians.
- Nurtured and leveraged partnerships with GSK associates to capitalize on cross-selling opportunities, expand networks and develop influential collaborative marketing strategies.
- Continuously expanded business within the territory via data-driven strategies that boosted sales performance by 10% for Tanzeum.
- Facilitate the seamless integration of new recruits into the company culture through individualized training, coaching and mentorship.
- Prospected physicians operating outside the territory to capture additional market share and expand the book of business by 15% growth (ranking 5 in the nation).

### **Key Achievements**

- Exceeded the national average 6.5% share by 10% for Tanzeum, while delivering 253% overall growth.
- Recognized by senior stakeholders as the key to business success by cultivating a high-performance collaborative culture built around target-attainment and influential relationship development.
- Received accolades for outstanding business planning, directly leading to 15% growth in the territory.
- Selected as 1 of 6 reps to represent the organization at the American Diabetes Association in New Orleans.
- Elevated leadership capabilities with the successful completion of manager and curriculum training at InVentiv University.

### **Sales Director**

**07/2013 – 01/2015**

**Intelligene/CG Capital**

**Olathe, KS**

- Spearheaded the launch and drove engagement with the Intelligene-CG platform throughout the east coast, empowering Physicians and enhancing patients' lives through cutting edge DNA technology and personalized pharmaceutical medications.
- Recruited by the company as one of the first Territory Managers nationwide, entrusted with opening the market to 52 offices and delivering growth of 2,500%.
- Established a robust presence in the US to produce sales of \$5M against a \$3M target by creating a flourishing clientele relationship within the gastroenterology community and refining the company's product range to appeal to the market. Designed and rolled out novel tactics.
- Designed and rolled out innovative strategies to bring a UTI panel test to market, generating significant interest among primary care physicians and OB/GYNs across the state.
- Standardized key administrative functions to streamline client billing, reimbursements, EOB processing, insurance requirements, claims submissions, and counseling referrals.
- Partnered with physicians' billing teams to eliminate time-consuming activities to mitigate barriers to sales.

- Conceptualized and executed a successful sales diagnostic pilot system in New Jersey, which was subsequently implemented nationwide.

## Senior Sales Representative

10/2007 – 07/2013

Eli Lilly & Company

Indianapolis, IN

- In 2009 earned a merit-based promotion to become an integral player in a world-class neuroscience sales and marketing team that executed high-performance business development strategies across the central NJ territory.
- Translated long-term relationships with physicians throughout Ocean, Monmouth, and Union Counties into high-value sales.
- Promoted sales growth for a product portfolio comprising Cymbalta, Zyprexa, Strattera, Symbyax, Cialis, and Axiron.
- Pivotal to the revitalization of the three-county territory for the Neuroscience Division; rolling out sales and physician relationship-based improvements to place the territory within the top 3% nationwide.
- Top 9% nationwide for lead product (Cymbalta), while achieving 108% of plan for FY 2012.
- 12.1% market share for Axiron, exceeding the national average of 11.5%; and attained 7.2% market share for Cialis, surpassing national average of 6.5%.
- Placed in the top 5% of national salesforce for Strattera in FY 2011 by achieving 124% of goal, while delivering 103% of plan for the entire six-drug portfolio.
- Voted the District Peer Award Winner in the Neuroscience Division for demonstrating exceptional leadership, supportive teamwork, and innovative sales and marketing concepts.
- 2008 District Peer Award winner for the successful promotion of products to primary care physicians and endocrinologists in the Monmouth, Ocean, Gloucester, and Mercer Counties.
- Instrumental in the turnaround of the team's performance in 2009, elevating team ranking from #436 to #3 in the nation (437 teams).
- Drove territorial growth and improved team performance through influential leadership as Product Champion for Diversity.
- Crafted strategies to capitalize on the cultural backgrounds and unique experiences of Eli Lilly's workforce.

## General Manager

01/2003 – 07/2007

Vicunha USA

New York, NY

- Pioneered a new multimillion-dollar market for a men's and women's apparel company by launching the New York office, optimizing business plans, sales strategies, and pricing models to attract top-tier clients and maximize profit margins.
- Fostered partnerships with clients' merchandising leaders to optimize current vendor relationships and product assortment.
- Generated \$7.9 million in sales within the first 12-months of operations, while exceeding company's \$3 million projection.
- increased account base from 0 to 42 clients in three years, generating \$33 million in total revenue.

## PREVIOUS CAREER HISTORY

### Sales Director

2001 – 2003

DSF Global Apparel (New York, NY)

### Sales & Merchandise Director - All Sportswear

1999 – 2001

Bobby Jones/Hickey Freeman (New York, NY)

## EDUCATION

### Executive MBA

2020-2021

Quantic School of Business and Technology (Online)

### Bachelor of Arts in Fine Arts, Minor in Business Administration

Universidad Central De Venezuela (Caracas, Venezuela)

## ADDITIONAL INFORMATION

**Languages:** Fluent in English, Spanish & Italian; Working Knowledge of French & Portuguese

**Publication:** Authored Vendor Compliance Handbook, a manual of compliance guidelines, procedures, and standards for product development and apparel production (*Published by The Fashionindex, Inc., 2006*).

**Affiliation:** Board director and advisor of Garment Industry Development Corporation (GIDC), a non-profit consortium of New York's labor organizations, textile and apparel industries, and government (2004 – 2006).

**Membership:** Member of Free and Accepted Masons, Sunrise Lodge #288.

**Founder & Creator:** iMerchandise app, the only B2B mobile application for retailers  
[www.iMerchandiseapp.com](http://www.iMerchandiseapp.com).