

DAZI LENOIR, ESQ.

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Highly effective, assertive sales professional with extensive experience in pharmaceutical sales, business management, and legal matters. Eager to advance my career in pharmaceutical sales with a desire to utilize combined professional experiences to grow sales in assigned territory. Well-versed in selling to specialists and primary care physicians. Thrives on working towards achieving ambitious goals, while utilizing excellent client management and organizational skills. Proven results in obtaining new business and growing product market share. Demonstrated proficiency in providing product information to all medical personnel across a variety of disease states. Documented ability to exceed sales goals. Proficient in developing relationships with staff and prescribers. Possess strong entrepreneurial spirit and flourishes when operating in autonomous environment.

AREAS OF PROVEN PERFORMANCE & SKILLS

Client Relationships	Sales Strategies & Training	Negotiation
Territory Management	Sales & Marketing	Diabetes/Endocrinology
Cardiovascular	Pain Management	Pulmonology
Business Market Analysis	Budget Allocation	Psychiatry
Neurology	Fibromyalgia	Alzheimer's Disease
Managed Care	CRM	Litigation
Business Formation & Development	Formulary	Self-starter

SALES EXPERIENCE

Synergy Biopharm (CSO)

Diabetes Sales Specialist

Orlando North, Florida

April 2022-Present

Co-promote Jardiance and Synjardy XR with Eli Lilly & Boehringer Ingelheim. Attainment of the required sales metrics by addressing a specified list of targets and presenting tailored Jardiance presentations. Work within the assigned territory of North Orlando to Ocala, Florida targeting endocrinologists, critical primary care providers, clinical personnel, and staff. Analyze weekly sales results to determine effectiveness of sales presentations and budget spend. Development of effective call routing to exceed activity and sales requirements. Adjust plan of action as necessary to improve territory effectiveness and productivity. Successfully interact with seven (7) counterparts from two different pharmaceutical companies. Maintain a high level of organization and communication with overlap partners. Successfully completed Eli Lilly diabetes training for Jardiance and Synjardy XR, an SGLT-2 Inhibitor. Achieved all sales criteria and earned full for Q2 bonus post sales training.

Forest Pharmaceuticals

Specialty Sales Representative

Columbia, South Carolina & Tampa, Florida

August 2007-July 2009

Served as leader of two sales teams of territory sales representatives. Began in South Florida region as #10 of 10 specialty sales representatives and rose to #1 of 10 representatives in less than a year. Successfully launched two products, for hypertension and fibromyalgia in both the South Carolina and Florida territories. Determined best methods to increase sales and enhance visibility of product through increased level of exposure to customers. Selected to serve as member on Southeast Advisory Committee Board. Raised level of achievement goals through self-assessment and personal development tools to add value in a leadership capacity. Led South Florida Region with recent launch of "Savella", Ranked in Top 5 of Specialty Representatives in Area (Segment 3). Consistently achieved top 15% and 25% of Specialty Representatives for recently launched Bystolic. Sold Lexapro, Namenda, Bystolic and Savella.

Forest Pharmaceuticals

Territory Sales Representative (Jacksonville S. Territory)

Jacksonville, Florida

November 2005-August 2007

Devised approaches to increase market share among targeted physician group. Utilized tools and resources provided by company to leverage market share growth. Successfully built relationships with office staff and physicians to gain access and to affect physicians prescribing habits. Generated more than 3% increase of Benicar market share from 10% to over 13% within one year. Ranked # 5 in nation for Benicar market share May 2007. Chosen to serve as Field Sales Trainer for 10 healthcare representatives in the North Florida Sales division. Forest Healthcare "Representative of the Quarter", Q4, 2008, North FL Division. Sold Lexapro, Namenda and Benicar/Benicar HCT.

Boehringer Ingelheim Pharmaceuticals

Primary Care Sales Representative

Winchester, Virginia

November 2004-November 2005

Developed and managed the business relationships with targeted physicians and customers. Demonstrated thorough knowledge of company products and competitor products. Sold products to pulmonologists (COPD/chronic bronchitis-Spiriva), urologists (BPH-Flomax), cardiologists (hypertension – Micardis/Micardis HCTZ), high volume primary physicians. Managed large territory across, VA and West VA.

Pacers Sports & Entertainment*Client Relations Specialist*

Researched fan loyalty initiatives to enhance service and overall experience of season ticket holder. Developed New Member benefit packet to welcome season ticket holders. Co-developed department Customer Service Plan to realign and govern department and presented findings to Pacers Executives.

*Indianapolis, Indiana**July 2003-June 2004*

LEGAL EXPERIENCE

The Lenoir Insurance Agency, LLC*Agency Owner*

Drove and grew new business by identifying new prospects and managing client relationships to ensure that clients' needs and requirements were met; Served as the clients advocate to provide them with a comprehensive portfolio of solutions and options. Responded to requests from clients who needed insurance and acted as a consultant for businesses and families, evaluating needs and recommending the most appropriate means of meeting those coverage needs. Oversaw marketing efforts to advance the success of the agency. Educated clients and prospective clients on coverages and applicable Florida statutes and which insurance would work best for their situations.

*Kissimmee, Florida**December 2019-April 2022***Lyons Legal LLC (Formerly Lyons & Lenoir, LLC)***Partner/Personal Injury Attorney*

Co-managed and jointly oversaw daily firm operations regarding case management, case intake, financial management, firm marketing, client management, presuit settlements and civil case litigation. Analyzed client medical records to fully understand client medical condition(s) and injury to prepare and advance client cases. Work with medical experts in preparation for trial. Deposed physicians regarding their standard of care for clients.

*Orlando, Florida**April 2016-December 2019***Dan Newlin & Partners***Presuit Personal Injury Attorney*

Drafted demands and negotiated settlements on behalf of clients. Reviewed and accessed medical records from various medical providers. Interacted with adjusters from various insurance companies. Attended global settlement mediation conferences to resolve matters for clients. Effectively communicated and interacted with clients. Efficiently managed a large client caseload. Accurately updated case status daily in client tracking systems. Maintained over 200 client files in a neat and organized fashion. Worked on 100% commission system based on a monthly minimum of client fee settlements.

*Orlando, Florida**December 2014-March 2016***Parks & Crump, LLC.***Associate Attorney*

Analyzed legal precedent and investigated facts to formulate to initiate legal action and in the preparation of legal documents. Drafted legal documents, pleadings, motions, and briefs as required and filed with appropriate courts. Developed demand packages in preparation for settlements. Conducted necessary and appropriate discovery for hearings, trials, depositions, oral arguments, mediations, arbitrations, and similar proceedings. Researched the law applicable to cases or matters. Conducted settlement negotiations and prepared mediation brochures. Case management and development skills including conducting initial client interviews and developed case strategies. Established client estates and other necessary probate related tasks. Settled an excess of \$2.5 million dollars for clients in 2014. Assisted with the civil litigation for the Trayvon Martin case.

*Tallahassee, Florida**August 2012-December 2014*

EDUCATION

Florida Coastal School of Law*Juris Doctor**Research, Writing & Drafting Certificate & Sports Law Certificates*

Honors: 2011 Tulane Mardi Gras National Sports Law Moot Court Competition, *Champion*

2011 Robert Oresck Memorial Moot Court Competition, *Semi-Finalist*

2010 Mercer National Legal Ethics & Professionalism Moot Court Competition, *Semi-Finalist*

2012 Elon Billings, Exum & Frye National Moot Court Competition, *Quarter Finalist* Governor's Merit Scholarship Recipient, 2010-2012

Book Award for Highest Grade in Pretrial Litigation Drafting, Fall 2011 Dean's List, Fall 2011

Pro Bono Honors Recipient 2012

Activities: FCSL Moot Court Honor Board; Phi Delta Phi Legal Honors Fraternity, Harding Inn; FCSL Student Ambassadors; Barbri Student Representative; Sports Law Society, *Member*; *Center for Sports and Social Entrepreneurship*, *Research Assistant for Professor Roger Groves (May 2011-December 2011)* *Researched relevant legal areas to assist professional athletes in the establishment of non-profit organizations*

*Jacksonville, Florida**January 2010-May 2012*

Florida State University
Master of Science, Sports Administration

Cumulative Grade Point Average: 3.72/4.0

Activities: Parks & Crump, LLC, Personal Injury & Medical Malpractice Firm, *Executive Assistant*, Fall 2002; Florida State University Athletics Dept., *Marketing Directed Independent Study*, 2003; Florida State Seminole Boosters, *Student Volunteer*, 2003

Tallahassee, Florida
August 2002- August 2003

Florida State University
Bachelor of Arts, English Literature with Business Concentration

Tallahassee, Florida
August 1998-April 2002

Honors: Voted Florida State University "Homecoming Princess" by student body in 2001

Activities: Alpha Kappa Alpha Sorority, "*Soror of the Year*", 2001, 2002; Student Government Association, Garnet & Gold Girls Recruiting Hostesses, *Vice President*, 2001; *Member of the Year*, 2000

PROFESSIONAL LICENSES

- *Member in Good Standing of the Florida Bar (Member since 4/2013)*
- *State Bar of Georgia (Member since 1/2015)*
- *Florida Real Estate Sales License, SL3374939 (Sales Associate)*
- *Florida Notary #GG 1542377*
- *Florida Property & Casualty Insurance License, Florida Life Insurance License (License Number: W586303)*

PROFESSIONAL AFFILIATIONS

Florida State University National Alumni Association Board of Directors, *Board Member* (2017-Present), *Board Chairperson* (2022-23); *Board Development Committee*, (2018-2022), *Chairperson* (2018-2022), *Club & Networks Committee* (2018-2019), *Branding Committee* (2018-2019), *Governance Committee, Chairperson* (2020), *Awards Committee* (2021-22); Florida Bar Wm. Reece Smith, Jr. Leadership Academy – Class V. (2017-2018); Florida Bar *Diversity & Inclusion Committee* (2017, 2018); State Bar of Georgia Young Lawyer's Division *Leadership Academy* (2017); State Bar of Georgia, *Young Lawyers Division Out-of-State District Representative* (2017-2018); Seminole Club of Greater Orlando Board of Directors, *Secretary* (2016-2018); Seminole Booster; Alpha Kappa Alpha Sorority, Incorporated *Phi Theta Omega Chapter, Orlando, Scholarship Committee Chairperson* (2018, 2019, 2020, 2021), *Co-Chair Scholarship Committee* (2017, 2021-22); Florida State Alumni, *Lifetime Member*; Florida State University Black Alumni, *Lifetime Member*; Seminole Royalty Chief & Princess Reunion 2015, *Co-Chair*; American Bar Association; *Division's Liaison to the ABA National Taskforce on Stand Your Ground Laws* (2014-2015)