

KATE LECKER

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PROFILE

Award-winning medical device sales leader that translates complex ideas/processes into actionable concepts that deliver growth for multimillion-dollar portfolios. Transformational leadership skills combined with the ability to inspire individuals and build a compelling, winning culture, which benefits the organization in driving significant growth across all lines of business. Skilled coach, mentor and team builder that recruits and develops top-performing teams to execute client-focused solutions that drive dynamic gains in revenue, profit, and market share in highly competitive environments. Drives new business by homing in on customer needs and providing strategic solutions that achieve both client and corporate objectives.

AREAS OF EXPERTISE

Transformational Leadership | Change Agility | Cross Functional Collaboration | Launch Strategy/Execution | Commercialized Products | Impact Selling
Brand Management | Strategic Data Analysis | Stakeholder Engagement | Sales Performance Management | Process Efficiency | Hiring and Development of Winning Teams

PROFESSIONAL EXPERIENCE

MEDTRONIC Northridge, CA

**District Sales
Manager**

May 2018 – Present

Drive \$20M in sales revenue (YTD FY22) for the Capital District spanning 6 states (VA, DE, MD, NJ, WV, DC). Inspirationally lead a team comprised of 9 Territory Managers, Clinical District Sales Manager, 11 Clinical Territory Managers and 15 Inside Territory Sellers to exceed sales goals. Analyze industry/market trends and competitive landscape to develop innovative approaches to increase revenue while delivering excellent customer service. Arm team members with the tools and resources needed to succeed and maximize sales results.

- Spearheaded turnaround of underperforming district with 6 vacancies and led the team ranked #27 of 28 to 12th within 1 year; achieved 101% to plan and DM of the Quarter.
- Cultivates and maintains long-term relationships with clients and colleagues resulting in 6 national speaker and 4 brand ambassador certifications.
- Recognized as a subject matter expert on products, morale, ethics, market dynamics, and business development strategies resulting in requests to present on 8 national/global calls.
- Selected to represent field sales on a cross-functional product workstream consisting of marketing, sales training, R&D and regulatory resulting in a program for uninsured customers to gain access to our therapies; increased total revenue by 5%.
- Highest Engagement and Inclusion scores in the East Region; 3rd in the nation (FY20) as well as 100% ethics rating (FY21).

FY21 sales data:

- Total Revenue: 104% (\$10.8m)
- Total Pump: 109% (\$8.6m)

FY20 sales data:

- Total Revenue: 100% (\$11.1m)
- Total Pump: 102% (\$8.9m)

FY22 YTD: Currently ranked 5/28 for President's Club

District Clinical Sales Manager

April 2010 – May 2018

Led a team of 21 clinically licensed sales representatives across 7 states to achieve sales quota and clinical KPIs, President's Club, District of the Quarter and Exceptional Achiever awards in 2015 & 2016.

- Developed Challenger sales training program to drive sales which led Capital to the top 3 districts in the nation.
- Served as Interim District Manager in 2018 driving quota attainment of 96% to plan (Previously 89%) while continuing to lead the clinical sales team.

Clinical Territory Sales Manager and Field Trainer

April 2007 – April 2010

Promoted Medtronic therapies to patients and providers while providing superior clinical outcomes post therapy initiation.

- Drove therapy adoption directly with patients, as well as providers, through strategic questioning as well as product demonstration to close the sale.
- Drove providers to expand indications, assess and manage therapy to ensure positive outcomes and territory growth. 79 Net Promoter Score.
- Certified as a national speaker that presented to groups of, up to, 300 on behalf of Medtronic Diabetes.
- Served as District Field Trainer to assess, mentor and develop new and tenured field sales colleagues.
- Selected for Management Development Program (12 out of 184 reps) in 2010 to continue developing leadership skills.

CLINICAL EXPERIENCE

Critical Care Nurse: Chesapeake Medical Staffing, Franklin Square and Johns Hopkins, Baltimore, MD

October 2003 – April 2007

Critical care nursing in emergency rooms, pediatric emergency rooms, trauma, PACU, endoscopy centers and cardiac catheterization labs.

EDUCATION

TOWSON UNIVERSITY, Maryland

Bachelor of Science in Nursing

2003

TECHNOLOGY SKILLS

Salesforce | EPIC | Cerner | Microsoft Office | CRM | Harvard Manage Mentor

COMMUNITY INVOLVEMENT

Juvenile Diabetes Research Foundation: Central/Western PA Chapter,

Board of Directors

2010– present

Fundraiser event planning and corporate procurement