

KRISTI LINETT ELLIOTT

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SPECIALTY SALES EXECUTIVE SUMMARY

Psychiatry | Neurology | Dermatology | Immunology | Rheumatology | Allergy | Specialty Pharmacies | Hospitals

Consistently high performer in the top 10-20% of the nation, with 10+ years' progressive experience in Sales, Account Management and Marketing, as well as a Communications degree. Proven track record of achieving, even with no pre-existing relationships in the territory or experience in a specialty. Adept at identifying new business opportunities, developing relationships quickly, breaking through barriers in tough to access organizations and exceeding sales goals. Proficient in cold-calling and networking across firms, with internal/external stakeholders, at all levels. Recognized for taking ownership of projects, working autonomously and ensuring maximum customer satisfaction. Resourceful and self-motivated, with an unparalleled work ethic. Manage accounts of all sizes and coach/mentor new sales reps. Disciplined, very organized, strategic thinker and team player. Well versed in driving sales using phone, email, video conferencing or in-person meetings. Skilled in Microsoft Office suite and CRM like Salesforce. Driven. A go-getter. Tenacious. Self-starter.

CORE COMPETENCIES INCLUDE:

- Relationship development
- Verbal/written communication
- Relentless persistence
- Customer-centric focus
- Strategic planning/forecasting
- Presentation skills, virtual and live
- Time management aptitude
- Drive/Passion/Initiative
- Cross-functional collaboration
- Entrepreneurial minded
- Conflict resolution
- Project management
- Problem-solving
- Influencing/leadership
- Flexibility

AREAS OF EXPERTISE:

- Developing relationships: display empathy, interpersonal skills & emotional intelligence (EQ) facilitating meetings and listening
- Managing accounts: identify client needs, innovate solutions, persuasively handle objections & serve as subject matter expert
- Analyzing KPIs/competitive landscape: qualitative/quantitative data to interpret/predict business challenges & industry trends
- Leading: evaluate current strategies, make critical decisions, adapt tactics and course correct, if needed; share best practices
- Multitasking: prioritize multiple projects in fast-paced, deadline-driven, matrix environment; execute pull-through; negotiate
- Communicating: convey benefits in easy-to-understand manner, drive business value, resolve escalations and increase retention

EDUCATION

Bachelor of Science in **Communications**, with Specialization in **Advertising**; *Graduated with Honors*
UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN * CHAMPAIGN, IL

EXPERIENCE

INCYTE BIOPHARMACEUTICALS: Dallas, TX

Therapeutic Specialist, calling on Dermatologists/Allergists

May 2021 to July 2022

Pursuing new position due to layoff.

- Launched a 1st in class JAK inhibitor, virtually and in person to physicians, clinic staff, hospitals and specialty pharmacies.
- Established new relationships quickly with new customers in a territory with no prior associations and learned pain points.
- Identified client challenges proactively, through a consultative approach, created innovative solutions & eased objections.
- Pinpointed product alignment & persuaded 16 new clients, in the first 3 weeks post launch, despite serious product hurdles.
- Provided excellent customer service, aligning to customer goals, and excelled with 184% sales growth in two months.
- Designed & produced retirement video memento for THE lead DFW Dermatology KOL with international thought leaders.
- Collaborated with various internal teams, such as Marketing, Medical Affairs & Market Access to evangelize brand loyalty.
- Executed two speaker dinner programs with key physicians and nurses, successfully, in the first 10 weeks, post launch.
- Educated accounts on copay assistance, prior authorizations and coverage: commercial insurance, Medicare & Medicaid.

AMGEN: Dallas, TX

Senior Sales Representative, calling on Rheumatologists/Dermatologists

May 2020 to April 2021

Company restructuring resulted in a loss ~55% of employees; a Physician customer referred me to Incyte Manager.

- Cultivated new and nurtured existing relationships, promoting a medical device-an injectable biologic & oral systemic drug.
- Facilitated 60+ virtual product presentations/customer meetings, concisely, exceeding expected call frequency- 195%.
- Inherited struggling territory; started during covid & increased ranking from bottom 15% to top 15%, the highest in 5 years.
- Finished Q3 2020 at #15/164, climbing from #141/164 at start date through tenacity and social awareness.
- Ranked #5/164 in the “Biggest Movers in the Chairman’s Circle”, November 2020.
- Won “Rep who sent the most rep triggered emails” in the region, December 2020.
- Executed multiple dinner programs, during covid, influencing 20+ key attendees and educating on managed healthcare.
- Created marketing concepts, proactively; manager socialized with leadership, resulting in 1:1 invite with Marketing.
- Initiated cross organizational relationships with Sales Ops, Market Access, Field Reimbursement & 3rd party vendors.
- National Leadership: Initiated & led ‘New hire team’, to help successfully assimilate/onboard in company; 100% retention 1 year later.
- Selected as District Lead for Human Resources Diversity Initiative due to traits such as integrity and respect.

EXAGEN DIAGNOSTICS / JANSSEN PHARMACEUTICALS: Dallas-Fort Worth, TX

Key Account Manager, calling on Rheumatologists

January 2020 to May 2020

Client Success Manager, calling on primarily Rheumatologists/Derms

June 2019 to December 2019

Pursued by Amgen and left due to financial instability in company/downturn; entire KAM team laid off ~ 1 week after I resigned.

- Promoted complex diagnostics & through a collaboration, re-launched Janssen biologic to ~50 clients including hospitals and C-suite.
- Acquired 12 clients & increased biologic unit sales by 3x in 6 months-highest ever, in territory despite 0 prior relationships.
- Ranked #5 of 56 and won Honorable Mention for “Sell Portfolio” contest (both RX & DX), in only 7 months on the job.
- Awarded “Top Detail of Biologic/Medical Device”, by Janssen, July 2019 & “Best Role Play”, September 2019.
- Developed and sold win-win solution for company and the largest account target in TX, with a customized panel/contract.
- Conceptualized & drove adoption of ‘mobile phlebotomy’ option and 5 outside vendors; resulted in >6 clients in 10 days.
- Cold-called academic institutions; resulted in being the 1st Exagen rep to earn an invitation to Grand Rounds in < 3 months.
- Earned meeting time with entire Rheumatology Nursing Dept. at UTSW & broke down barriers in tough to access territory.
- Scored presentation spot with a no access group of Baylor physicians (Rheumatology, Endocrinology, Gastroenterology).
- Assisted in the development of training curriculum for new hires. Mentored, coached and trained junior team members.
- Designed marketing collateral, proactively, and requested corporate approval for distribution. Sought CME, conferences & trade shows.

AVANIR: Fort Worth, TX

Area Account Manager, calling on LTC, Psychiatrists & Neurologists

April 2018 to June 2019

Associate Account Representative, calling on PCPs, LTC & Psychiatrists

January 2017 to March 2018

Pursued by a former manager and left for career growth and compensation advancement.

- Influenced customers an unfamiliar CNS disorder existed, convinced challenging clients to treat urgently & acted as SME.
- Conveyed complex info and reinvigorated seasoned product with compliant messaging for HCPs/nursing home C-level.
- Provided exceptional client management to 100+ new customers & navigated ambiguous situations in healthcare offices.
- Achieved numerous awards and received “Exceeded Expectations” on Annual Performance Review, 2018 and 2019.
- Initiated C-level relationship with corporate LTC, crossing 14 states; resulted in 20+ sales reps permitted to sell in 56 LTC.
- Became top producing revenue generator, directly responsible for growing 2 distinct areas in < 4 mos of hire.
- Outperformed & sold more in 5 months than predecessors combined, in 1.5 years, per Manager.
- Ranked #8/82; climbed from bottom 10%, Q1-Q4 2017. Won “Rep: made most calls per day”, 2017.
- Ranked #6 for 2018 President’s Club. Attained 106% of goal, Q4 2018, originating compliant messaging to reinvigorate
- Attained 103% of goal, Q1 2019. Awarded 1st place in regional selling contest, Q1 2019.
- Achieved 124% of goal Q2 2019 and on track to achieve President’s Club (148 reps) before being recruited to Exagen.
- Chosen to represent organization in highly sought-after SMAC Team (Sales & Marketing) and with Executive Leadership team.
- Partnered with advertising agency to design new, branded marketing resources and create TV ad.