

Kevin T. Haslam  
19912 26th Avenue NW, Shoreline, WA 98177  
(206) 852-2463  
[kevinhaslam1@yahoo.com](mailto:kevinhaslam1@yahoo.com)

## PROFILE SUMMARY

**Accomplished healthcare business growth leader** with proven, successful medical sales, marketing, training, business development and management experience. Proactive, strategic and results oriented consultant with a track record of success through consistent over achievement of goals and objectives. Recipient of over 15 merit awards and promotions for performance and an extensive background in the following competencies:

Leadership in peer development  
KPI and data analytics  
Benchmarking  
Sales management  
Financial analysis  
Omni channel marketing  
Project management

Patient care protocols  
Operational efficiencies  
Value added service development  
Patient education training  
Administrative and analytical skills  
Public speaking  
Group presentations and demonstrations

## PROFESSIONAL EXPERIENCE

**SONOVA GROUP, Aurora, IL**

**November 2011 – present**

**Regional Director, Practice Growth Leader**

**December 2018 – present**

Preside over and co-manage Sonova's group purchasing organization, OneSource Hearing. Responsible for building group into market leader through significant organic and inorganic growth. Inorganic growth is achieved via customer acquisition and additional supplier agreements. Organic growth is achieved through extensive discovery and collaboration with legacy members designed to uncover inefficiencies and areas of need. Effective execution strategies and tactics are created by determining business goals and planning methods of achievement while defining success with targeted metrics and KPIs.

- *Exceeded all revenue, ASP, profit, OpEx and SOW targets nationally for FY2020/21 and FY2021/22.*
- *Created go-to-market growth strategy, goals and reporting methods.*
- *Developed external marketing collateral, website content and internal communication protocols.*
- *Liaison with supplier partners while negotiating competitive cost of goods and creating growth strategies.*
- *Member of project development team developing value added service offerings for One+ loyalty program.*
- *Team leader and content developer for educational department and ongoing webinar courses.*
- *Responsible for negotiating contract requirements between Sonova and large medical/educational institutions.*

**Associate Director, Value Added Services**

**June 2017 – December 2018**

Project Manager and sales team liaison for high profile customer loyalty program, Inner Circle.

- *Grew membership to 218 registered accounts in first 12 months.*
- *Brought VAS utilization to \$91K/5.5M points.*
- *Established criteria and requirements for membership and determined benefit tiers based on SOW levels.*
- *Determined internal launch plan and external go-to-market strategy.*
- *Leader of development team assigned to create, test and launch member portal, dashboard and website.*
- *Created member advisory board and determined criteria, responsibilities and roles while overseeing quarterly meetings and facilitating topic agendas.*
- *Worked with outside partners and internal thought leaders to create new value added service offerings designed to address a variety of business needs including: traditional and digital marketing, execution and tracking, online reputation management, finance options and accreditation courses centered around patient experience.*
- *Collaborated with sales onboarding team to train business skills to new key account managers.*

## **Practice Development Manager**

**June 2016 – June 2017**

Member of Practice Development team which provided guidance, coaching and training for field sales managers and customers in areas such as marketing, benchmarking, practice assessment, program development, business planning and forecasting.

- *Created practice development tools and training modules designed to build and grow struggling practices including: patient loyalty and referral, physician referral, caller engagement, itemization and marketing.*
- *Provided extensive training for field sales managers and directors designed to advance skills from transactional and support representatives to strategic partners.*
- *Presented department initiatives at regional and national sales meetings.*
- *Created content and presented industry and business topics at regional and national conferences and town halls.*
- *Conducted thorough analysis of clinic profitability by analyzing practice components and efficiencies to determine and prescribe appropriate solutions for key accounts at the clinic level.*
- *Consulted with CCMC team to create annual business survey to establish top tier trends, KPIs and metrics among best in class practices to establish profitability benchmarks.*

## **Specialty Business Manager, Sales Development Advisor**

**November 2011 – June 2016**

Served dual role managing and growing a select book of business in the Pacific Northwest as well as provided training and mentorship to members of the outside sales team. Responsibilities included engaging in partnerships and consulting hearing healthcare providers to grow their practices via marketing, training, troubleshooting and strategy. Analyzed strengths and weaknesses of practices and provided solutions to improve business efficiencies. Created and provided content for internal training presentations and client education events.

- *Selected to enroll in the 2016 Phonak Emerging Leaders Program.*
- *FY2014/15 Lyric Specialist of the Year – President's Award Trip winner.*
- *Selected in 2014 as a member of Sales Development Advisor Team.*
- *Improved territory performance from 56% to plan in FY2011/12 to 121% in FY2012/13.*
- *Hosted practice building courses for providers and hearing loss education seminars for patients.*
- *Analyzed area demographic data to create reports for regional team members as well as high profile customers.*

## **AMERITOX, Seattle, WA**

**July 2010 – November 2011**

### **Senior Sales Manager – Medical Toxicology Analysis**

Oversaw and grew territory sales for Western Washington and Alaska. Responsibilities included consulting physicians and support staff on establishing patient toxicology monitoring as a standard of care and successfully incorporating the practice into their protocol. Goals were achieved through extensive client training, toxicology presentations and patient insurance consultation.

- *Consistent turnaround performance over 100% growth monthly.*
- *Selected to provide training and leadership to newly hired sales reps.*

## **GN RESOUND, Phoenix, AZ**

**December 2007 – July 2010**

### **Regional Territory Manager – Hearing Healthcare**

Managed and grew territory sales for Arizona, New Mexico and Southern Colorado. Responsibilities included consulting audiologists and on best practices through extensive technical and software training, patient consultation coaching, product demonstrations, marketing and sales assistance as well as educational programs.

- *Recipient of Region of the Year award for 2008, runner up 2009.*
- *Promoted to Senior TM – January 2010.*
- *Assisted the Business Loan team analyze medical practices by evaluating business health, area demographics and potential ROI to determine viability for financial partnership.*

**Medical Sales Recruiter – Medical Devices**

Conducted recruiting searches (retained and contingent) of Director, VP and senior level executives for California based medical device companies. Objectives included sales of candidate placement services to executives, evaluation of candidate qualifications, as well as presentation of job descriptions to high level professionals. Goals were achieved through thorough extensive candidate consultations and assistance in interview preparation.

- *Successfully maintained 100% retention rate for candidates since inception.*
- *Grew average fee from \$7K to \$41K while building executive teams for 5 vascular device startups.*

**BARD PERIPHERAL VASCULAR, Phoenix, AZ**

**November 2002 - September 2005**

**Senior Territory Manager – Surgical Implantable Devices**

Developed and expanded territory sales in the state of Arizona. Duties consisted of selling medical devices and consulting physicians on their use, as well as training new territory managers and providing product assistance to district team members. Goals were achieved by attending OR, cath lab and radiology cases, successfully demonstrating product components, hosting educational programs, and providing clinical training for new employees.

- *Designated as a product lab trainer for new sales representatives and physicians.*
- *C.R. Bard President's Club member.*
- *Recipient of Bard Rainmaker Award for outstanding sales achievement.*
- *Recipient of 2004 Bard Optimum Award for ranking among top tiered managers nationally.*
- *Achieved 149% of 2004 quota and 115% of 2003 quota.*
- *Increased overall sales 226% over year prior in 2004 and 180% over year prior in 2003.*
- *Hosted quarterly study club meetings for radiologists to study peer surgical cases, review new device technologies and compare clinical best practices.*

**SULZER MEDICA – Centerpulse Dental, Seattle, WA**

**May 2000 - November 2002**

**Senior District Manager – Surgical Implantable Devices**

Co-managed the Western Region and directly oversaw two sales representatives as well as maintained and developed the greater Seattle territory. Responsibilities included hiring, training and supervising other territory managers as well as increasing territory sales in Washington. Goal attainment required a consultative approach to clients' needs through practice building programs.

- *Recipient of 2000 and 2001 Circle of Excellence Award.*
- *Runner Up: 2000 Rookie of the Year.*
- *Promoted to District Manager 2002 with directive to hire, train and oversee two new sales representatives.*
- *Achieved 108% of 2001 & 112% of 2000 quota and received performance rating of Distinguished – the highest rating available.*
- *Increased overall sales 117% over year prior in 2000 120% over year prior in 2001.*
- *Ranked #10 of 65 in quota over achievement nationally for 2001 sales and #7 of 50 for 2000 sales.*

**EDUCATION**

**UNIVERSITY OF WASHINGTON, Seattle, WA**

**B.A., Economics, 1995 / Honors**

- *Omicron Delta Epsilon - Economics Honor Society Inductee.*
- *Board Member – UW Economics Undergraduate Board.*
- *Editor – The Economist, UW Economics Dept. Newsletter.*
- *Received Distinguished Service Award: UW Economics Department, 1995.*