

NICHOLAS RODICH

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Sales & Marketing Executive | Vice President | Transformative Leader

Former Project Manager turned award-winning Vice President of Sales with over 10+ years of experience in healthcare tech space. **I help organizations make step-change-growth by being a trailblazer who professionally challenges the status quo.**

Visionary, entrepreneurial & pragmatic CXO consultant with extensive experience developing and directing successful teams, business models and functions that enable aggressive company growth without compromising a people-first culture. Adept at creating GTM strategies, capitalizing on strategic market expansion while strengthening existing client relationships. Proven versatility across entity types (startup to public), industries, geographies, and functions. Authentic and transformative leadership style that generates trust, autonomy, fun & results.

TOP ACHIEVEMENTS

- Spearheaded the development of a new strategic market at Arjo, **resulting in 271% growth in revenue in ~24-months** (without any MQL!)....
- **Built business case to form new sales P&L**, leading to dedicated sales organization to further grow new strategic market of **\$26M in ARR**. From a team of 1 to a team of 12!
- Analyzed B2C business & **identified \$700k in cost savings in first 90-days** overseeing consumer offering. This led to a more focused GTM strategy with tighter control on annual growth opportunities. We were able to repurpose the funds to create a new department focused on sales enablement impacting over 120 sales professionals nationally.
- Renegotiated a global distribution contract with a strategic partner that resulted in **6-figure annual savings each year of the new 36-month contract within first 4-months** of leading department.
- Led the divestiture of a pharmaceutical manufacturing facility in Puerto Rico, yielding **~\$1M in annual tax savings ~60-days before due date**.
- Earned the **highest eNPS score by a commercial executive 9.2/10** by leading with authenticity, which led to a team environment of trust & accountability. 0% attrition rate since 2018.

"Nick is beyond compare in leadership due to a myriad of reasons...His keen eye and knack for understanding his human capital, to build us up and support us, is unparalleled Often, others in the organization refer to times when Nick has brought a new perspective, idea, or capability to their team that has lifted them to greater heights. The transformational leadership approach that Nick takes has resulted in one of the most interactive, cohesive, and successful teams I have ever been a part of."

Frank Troiano | US Air Force Veteran, Special Ops | Sales Director, Arjo

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|----------------------------------|----------------------------|-------------------------------|
| ▲ Strategic Planning & Execution | ▲ Process Improvement | ▲ Change Management |
| ▲ Business Insights & Reporting | ▲ Performance Metrics | ▲ Client Relations |
| ▲ Team Leadership & Development | ▲ Strategic Partnerships | ▲ Digital Transformation |
| ▲ Business Development | ▲ Distribution & Resellers | ▲ Customer-Focused Operations |

PROFESSIONAL EXPERIENCE

Arjo Inc | Tampa, FL

Vice President of Sales | 12/2020 – 02/2022

Led five independent teams, manage twelve direct reports & over 50 team members. Responsible for managing a \$60M+ P&L and overall GTM strategies for each team. Team make-up included Sales Directors, Business Development Representatives, Account Executives & Contract Managers. B2B, B2B2C & B2C offerings. Sales focus is primarily on Providers & Consumers.

- Built a second team from scratch which included sales executives responsible for national Master Services Agreement (MSA), enterprise-wide & strategic partnership contracts.
- Analyzed B2C business & identified \$700k in cost savings in first 90-days overseeing department. This led to a more focused GTM strategy with tighter control on annual growth opportunities. Led project tasked with repurposing the funds to create a new department focused on sales enablement impacting over 120 sales professionals nationally.
- Renegotiated a global distribution contract with a strategic partner that resulted in 6-figure annual savings each year of the 36-month contract in the first 4-months leading the department.
- Created & Chaired our first US talent program, launching (3) teams focused on top initiatives leading to 2 promotions.
- Awards – 2021 President's Club

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Arjo Inc | Tampa, FL

National Sales Director | 06/2018 – 12/2020

Reported to the Managing Director of US Sales and manage a team of 4 direct reports focused on new, strategic markets. Tasked with researching, developing & executing a go-to-market and deployment strategy in assigned markets.

- ▶ Spearheaded the development of a new strategic market resulting in **271% growth leading to formation of new P&L**.
- ▶ Built a new team from scratch which included sales, business development & contracting professionals while growing annual sales by double digits or more each year.
- ▶ Delivered **\$18M in incremental revenue ('19-'20)** due to acquisition of new business & expanding within existing clients.
- ▶ Inked (2) enterprise contracts that brought **\$10M in net new revenue in 2020 alone**.
- ▶ Project lead for our Covid-19 Government regulation/legislation efforts & providing insights to internal stakeholders that led to modified GTM strategies which helped the organization grow US sales 6%, **\$17M in incremental revenue (\$311.5M in total) for the year 2020 alone**.
- ▶ **Awards** - 2020 Top Overall Performer of the year and Top National Sales Director of the year. 2020 & 2019 President's Club.

Marketing Director | 06/2016 – 06/2018

Reported to the Vice President of Marketing for North America. Responsible for all downstream segment and product marketing for a \$170M+ portfolio which represented over 60% of our US sales. Was charged with changing our GTM strategies, rebuilding the marketing & clinical department awhile merging with our parent organization Getinge/Maquet. Manage 5 direct reports, 30+ total team members including associate marketing managers, marketing managers, clinical specialists & business development representatives.

- Delivered (6) successful product launches including training over 100+ sales representatives, creating GTM strategies over 3 different healthcare markets & delivering on year 1 forecasted budgets.
- Inked (2) strategic partnerships expanding our product offering which enabled our ability to provide a wider offering to HCP focused on critical KPI tied to CMS / Affordable Care Act.
- Built our entire North American Marketing Calendar / Operating Model to help manage our outbound campaigns, forecasts, MQL, KOL webinars & CRE/CE courses.
- Spearheaded our brand creation for new acquisition (M&A) of manufacturing offering focused on reducing healthcare carbon footprint.
- With a \$176M revenue stream, I learned how to do "more with less" by managing a 6-figure budget to maximize our MQL

Account Executive | 10/2014 – 06/2016

Reported to the Regional Sales Director & covered our Rocky Mountain territory (CO, UT, WY and MT) which I grew to over a \$3M territory (\$1.3M in incremental sales). Responsible for all enterprise wide & mid-market sales activities as a full-cycle sales professional. Inked a multi-year enterprise contract worth ~\$2M in ARR. Finished as the #2 Sales Professional in 2015 & President Club award recipient.

Regional Sales & Business Development Manager | 10/2013 – 10/2014

Cliffs | Industrial Manufacturing | Chicago, IL

Business Development Representative | 06/2013 – 10/2013

Gartner | SaaS | Chicago, IL

Fresenius Kabi | Chicago, IL

Sales Representative | 06/2012 – 05/2013

Project Manager | 05/2011 – 06/2012

"I have 18-years of experience working in medical device sales...Nicholas Rodich is one individual I have worked with who uniquely stands out from the rest. He has a strategic mindset and approach to commercial activities that deliver tangible results and growth. He is extremely strong and innovative in the digital space, both in sales and marketing."

Gary Holder | VP of Sales @ Arjo

EDUCATION & PROFESSIONAL DEVELOPMENT

Purdue University | Bachelors' of Arts, Communication
08/2007 to 06/2011

University of Pennsylvania, Wharton Executive Education - Strategic Marketing

University of Pennsylvania, Wharton Executive Education - Finance & Accounting Certification

DePaul University | Project Management Certification