

## **Nick Hoffman**

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### **Leadership and Development Professional**

Sales and management professional with 19 years of experience in prospecting, calling on, negotiating, and closing complex sales processes. Proven ability to develop, think strategically, execute goals, challenge, and support customer relationships. Experience working with physicians, nurses, supply chain, infection control, administrators, marketing departments, executives, business owners, and advertising agencies. Extensive history of developing talent while motivating them to achieve their goals and potential in an inclusive team environment.

Key Competencies and Experience Include:

Sales Execution -15-year streak	Leadership, Coaching, and Development
Contract Negotiation	Sales Forecasting and Strategy
KOL Development	Sourcing, Interviewing, and Onboarding
IDN Influence	Training Program Development
Account Management	Sales Training
Clinical Education	Clinical Selling
Marketing Collaboration	Mentorship
Project Management	Sales Process Development

### **Boston Scientific Endoscopy** **October 2014 – Current**

Boston Scientific is dedicated to transforming the lives of our patients through innovative medical solutions. Our work is guided by core values that define the Boston Scientific culture and empower our employees across the world.

### **August 2019 – Current**                      **Senior Sales Development Manager GI & SAE**

Responsible for sourcing, recruiting, hiring, onboarding, clinical development, sales process development, and sales execution of a team of 7 Associate Territory Managers in the GI and Surgical channels. Region consists of 7 states, multiple IDN's, and hospital systems built of academic medical centers, community hospitals, and ambulatory surgery centers. Primary responsibilities include collaborating and working cross functionally on a strategic plan with area vice presidents of sales, directors of sales, national accounts managers, region managers, and territory managers while executing sales goals.

- Grew region sales in 2021 from \$18,411,040 to \$23,776,895.
- Received 2021 "Outstanding" PDC rating.
- Grew sales in 2020 from \$17,844,950 to \$18,411,040.
- Region overachieved sales plan in 2020 and 2021.
- 8/9 direct reports hit 2020 and 2021 sales plan.
- Promoted to hybrid manager crossing the GI and Surgical channel.
- Mentored 10 Territory Managers in 2020/2021.
- Hired 20 Associate Territory Managers to SAE and GI ATM divisions.
- Promoted 9 Associate Territory Managers to other roles in organization.
- Sourced talent and conducted over 100 interviews.

- Led multiple organizational projects.
  - Potentials program targeting diverse talent.
  - SAE ATM channel buildout. Won 2021 Endo winning spirit award.
  - ICE sales process development.
  - Beyond the Device development strategy.
  - Competency and promotion guidelines.

### **January 2017 – July 2019                      Senior Territory Manager II and Sales Trainer**

Responsible for education, training, device utilization, and sales for an all-academic territory in Chicago, IL. Primary call points are with KOL's, gastroenterologists, hospital administrators, nurses, thoracic surgeons, colorectal surgeons, and pathologists.

- Finished 2018 103% to plan, finished 2017 106% to plan.
- 2018 & 2019 Field Sales Trainer.
- Part of 2019 Emerging Leaders Program and 2018 building managerial potential program.
- Q1 2019 Collaborative Excellence Award Winner with ATM (45% YTD growth vs. PYTD at largest AMC. Collaborative plan across multiple physicians to secure multiple product evaluations).
- Q4 2018 Collaborative Excellence Award Winner with ATM (131.77% to Q4 objective – collaborative plan to convert business and place capital equipment at local academic medical center).
- National meeting presenter (2017, 2018, and 2019 NSM & NTC).
- Divisional representative for Digestive Disease Week (2016-2019).
- Developed and mentored multiple TM/ATM counterparts in region and nationally.
- Worked with the Sales Training Department to overhaul core training.

### **October 2014 – December 2016                      Territory Manager**

Responsible for education, training, device utilization, and sales for an all-community territory in Chicago, IL. Primary call points are with gastroenterologists, hospital administrators, nurses, pulmonologists, thoracic surgeons, colorectal surgeons, and pathologists.

- Finished 2015 104% to plan.
- Converted Mt. Sinai and Riverside Hospitals from less than 10% market share to 90%.
- Placed 5 Spy DS capital systems.
- Led multiple team contests and was chosen as divisional lead on contest.
- Promoted to Chicago Central Academic Territory in August of 2016.

### **Hibu**

#### **February 2005 – October 2014**

Hibu (Formerly Yellowbook) employed 14,000 globally, along with a sales staff of 3,500. Hibu is widely recognized in providing marketing services to small and medium-sized enterprises. There are 1.2 million businesses that benefit from print, internet, and web-based technologies that Hibu offers.

#### **January 2012 – October 2014                      Senior Account Manager**

Responsible for major revenue accounts. Negotiated current contracts with executives and developed marketing strategies that increased profitability. Prepared power point presentations with the use of interactive tablets. Generated my own new business leads from cold-calling, lead databases, and referrals.

- Awarded the Presidents Club of Achievement for 2013 in January 2014. Ranked #1 out of 50 sales reps in the region.

- Awarded the Presidents Club of Achievement for 2012 in January 2013. Ranked #2 out of 58 sales reps in the region.
- Overcame core product erosion in 2013 and delivered 625% growth in digital marketing offerings.

**April 2009 – January 2012**

**Client Services Executive**

Prospected new clients and serviced current revenue. Collected past due accounts. Conducted networking at community events for local input on printed directories and magazines.

- Awarded the Presidents Club of Achievement in 2010 and 2011, which applied to the top 2% in the region.

**March 2007 – April 2009**

**Associate Sales Manager**

Managed a team of 10, hired entry level reps, trained reps on products and procedures, and reorganized new product offerings. Maintained top current clients and cultivated new leads. Collected past due business.

- Awarded the Presidents Club of Achievement in 2007 and 2009, which applied to the top 2% in the region.
- 3 team members awarded Presidents Club of Achievement in 2008.
- Team 110% to objective in 2008.
- Hired 3 new team members.

**January 2006 – March 2007**

**Account Executive**

Reviewed, managed existing accounts, and secured new business. Created and edited ad design, while meeting publication deadlines.

- Awarded the Presidents Club of Achievement in 2006, which goes to the top 2% in the region.

**February 2005 – January 2006**

**Account Representative**

Negotiated contracts, renewed current customers, and prospected new clients. Designed and revised print ads. Worked closely with local management targeting market objectives.

- Awarded the Rookie of the Year achievement in 2005, which applied to the top new member in the region.
- Hit quarterly objective of 15 new sales for 3 eligible quarters in 2005.
- Accomplished 9 news sales in first 5 weeks.

**Star Printing and Promotions**

**October 2002 – February 2005**

Star Printing and Promotions is a vendor of print and promotional items. With clients from schools to businesses, Star has been in business for over 40 years.

**October 2002 – February 2005      Sales Coordinator**

Coordinated and assisted sales staff. Advised and sold planners to school districts in Illinois. Prospected schools by reaching out to principals, administrators, and assistant principals in Northern Illinois and Northwest Indiana. Worked with production to ensure deadlines were met. Delivered product and ensured satisfaction.

**Education:**    **August 1998 – May 2002**      Bachelor of Arts, English  
                          **Aurora University**, Aurora, IL