

Elizabeth Moran Decker

Newport Beach, CA | 949 • 922 • 9006

PROFILE

Proven account manager and marketing manager with an awarded track record of developing, maintaining, and generating sales growth in diverse competitive markets from Michigan to Philadelphia to Southern California. Driven, organized, disciplined professional with a customer-centric focus on business growth. Leverages strategic thinking, competitive market analysis, and an understanding of global product trends to develop marketing initiatives. Implementation of company objectives through a targeted strategy that engages customers and patients in product adoption and expansion. Creation and application of professional education programs and resources to increase physician adoption and generate increased patient awareness to drive regional and national sales. Extensive experience in competitive product positioning and tactical product marketing programs synthesized from a science-based background.

AREAS OF EXPERTISE

- Growth Strategy Implementation • Customer Relationship Development
 - Business and Financial Evaluation • Branding and Brand Positioning
 - Strategic Analysis of Market Development • Biotech Product Proficiency
 - Physician Education Programing • Development of KOLs
 - Creation of Patient Awareness Campaigns
 - Large Scale Customer Education Implementation
 - Evaluation of Competitive Product Positioning
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EDUCATION

Colgate University | Hamilton, NY
Bachelor of Arts | Summa Cum Laude
Dual Major | Biology + Environmental Science

PROFESSIONAL EXPERIENCE

GT Medical Technologies | The creator of GammaTile, an FDA-cleared surgically targeted radiation therapy for newly diagnosed malignant and recurrent brain tumors.

Marketing Manager Consultant of GammaTile

May 2021 - Present

- Development and execution of physician education programs
- Market adoption strategy development and implementation
- Administrate marketing campaigns to increase patient awareness, driving adoption and sales
- Planning and execution of national convention activities
- Organize and execute Elite Practitioner Society meetings
- Led patient education webinars

Ethicon Endo-Surgery | a Johnson and Johnson Company | Revolutionizing surgery with minimally invasive instruments for laparoscopic procedures.

Senior Marketing Manager

2003-2008

- Field-based market development manager responsible for sales, marketing, and people leadership
- Utilization and strategic coordination of Professional Education, market economic analysis, and marketing resources to support customer growth goals
- Market analysis generating competitive response campaigns
- Interpretation of product trends to develop marketing growth strategies
- Clinical investigation of competitive technologies to leverage sales growth
- Identify unmet needs to develop Professional Education objectives
- Integrated marketing and public relations materials into customer business development utilizing TV, print, and web-based media
- Partnered with key physicians to roll out regional marketing campaigns increasing patient awareness
- Engagement and support of hospital administration's marketing goals
- Relationship building with a multitude of stakeholders to drive product awareness and adoption
- Member of regional management team supporting the sales force
- Management of 30 sales representatives to drive product adoption through marketing campaigns
- Developed leading regional physicians as KOLs and faculty for Ethicon Endo-Surgery

Executive Sales Trainer

1998 - 2003

- Trained 10+ sales representatives in:
 - Territory Management • Strategic Sales Development • Utilization of Professional Education and Marketing • Customer Development and Relationship Management • Forecast Assessment and Achievement

Executive Sale Representative

1995-2003

- Eagle Award - 1996, Most promising new sales representative
- Successfully grew territories in diverse areas of rural Michigan, university hospitals in Philadelphia, and suburban hospitals in greater Orange County, California
- Division of the Year Award - 1998 • 1999 • 2000 • 2001 • 2002
- Region of the Year Award - 2000 • 2001
- Vice President's Award - 2003
- Converted 7 hospitals - full product line conversion from competitor to EES
- Exceeded forecasts for both capital equipment and disposable product sales targets
- Developed 5 faculty physicians to represent EES nationally at physician training events
- Implemented live telesurgery programming
- Conducted CME nurse training annually
- Member of Presidential Sales Council
- Member of distinguished Sales Clubs:
 - \$500,000 Club • \$1.0 Million Club • \$1.5 Million Club • \$2.0 Million Club
 - \$2.5 Million Club • \$3.0 Million Club • \$3.5 Million Club

COMMUNITY VOLUNTEER EXPERIENCE

Lido Isle Yacht Club

Commodore

2019

- 480 Member Yacht Club
- Administration of a \$500,000 fiscal budget
- Management of 30 LIYC employees

Vice Commodore

2018

- Role of ensuring the successful management of on the water racing activities for both the adult and junior sailing programs
- Oversaw the hiring, training, and development of a new sailing director
- Managed the Junior Yacht Club fiscal budget of \$300,000
- Coordinated the operation and functioning of the Junior Sailing Program and provided input and support to the Sailing Director in the execution of the program
- Developed and expanded the Junior Sailing Program - increased enrollment from 80 to 180 sailors

Newport Beach Club 420 Race Team | a Nationally ranked youth travel sailing team

Founder

2019 - Present

- Founder of club sailing team to support advanced training and coaching at national regattas
- Established 501c3 status
- Generate marketing and recruitment strategies synthesizing collaboration among regional yacht clubs to achieve cohesive membership and training
- Growth of membership from 4 to 40 sailors
- Hire and manage a roster of 10 professional sailing coaches
- Fiscal administration of an annual operating budget of \$500,000
- Coordinate and execute logistics, budget, travel, and coaching for 12 regattas annually
- Interface with suppliers, hosting organizations, and team membership
- Create marketing and public relations to develop national recognition