



CAREER SUMMARY Experienced & accomplished Pharmaceutical / Medical Sales Professional with over a decade of experience, and a well documented history of high performance & achievement.

EDUCATION

*Arkansas Tech University *Instructional Technology* Masters in Education Degree, 1991 (3.51 GPA)
*Harding University Advertising B.A. Degree, 1988

EMPLOYMENT HISTORY

Public Insurance Adjuster, Property Claims Florida, April, 2020- Present

Represent policyholders to assure their property claims are being handled properly and the policyholder is treated fairly by their insurance company. As a Public Adjuster, I analyze the claimant's insurance policy so they are treated fairly & compensated for any & all covered damages. I work on behalf of the policy holder, & negotiate on the property owner's behalf. We conduct a detailed property inspection utilizing a computer program called Exactimate (the industry standard) that itemizes the damages & the costs for repairs & replacement of any & all damaged property.

Medical Sales Representative, Fusion Health Care, February 2018 – March, 2020

- Top producing representative with a gift for developing and capitalizing on strategic relationships to drive business / referral base at Fusion Health Care.
- Capitalized on opportunities to be a valuable resource for wide range of physician's practices within territory by providing ongoing & meaningful "continuing nurse education" programs (CHF, DIABETES, COPD, Wound Care, Alzheimer / Dementia)
- Responsible for educating wide range of physicians on Fusion's innovative cardiac, diabetic and gait rehabilitation programs.
- Provide feedback & recommendations for program development ("Disease State Management" and "Quality Improvement") initiatives related to customer service, the admission process and patient and referral source satisfaction.

Community Medical Liaison, Senior Care Group, August 2015 – March, 2018

- Develop, maintain and manage strategic relationships with prospective referring physicians, hospital nurses, discharge planners & case managers to maximize census for 120 bed Skilled Nursing & Rehabilitation Facility in Pinellas County.
- Responsible for the recruitment & placement of 2 new Medical Directors (Infectious Disease & Family Practice Physicians). These Medical Directors have dramatically improved Skilled Nursing Facility's nursing outcomes, focus on quality, as well as the overall volume of referrals.
- Responsible for developing effective marketing strategies to improve public perception, and maximize referrals, and market penetration for Nursing Facility.
- Working collaboratively with business development team members including the Admissions staff, as well as nursing staff to optimize the referral & admissions process.
- Responsible for increasing census for 7 of the last 8 months from August 2015 until March 2017.

Medical Sales Representative, Fusion Health Care, February 2006 – August 2015

- Consistently recognized as top producing representative with a gift for developing and capitalizing on strategic relationships to drive business / referral base at Fusion Health Care.
- Capitalized on opportunities to be a valuable resource for wide range of physician's practices within territory by providing ongoing & meaningful “continuing nurse education” programs (CHF, DIABETES, COPD, Wound Care, Alzheimer)
- Responsible for educating wide range of physicians on Fusion’s innovative cardiac, diabetic and gait rehabilitation programs.
- Successfully recruited Key Opinion Leaders to serve on Advisory Board for "Disease State Management" programs (Cardiologists, Primary Care, Pulmonologists & Neurologists).

Dir of Business Development, Visiting Nurse Association of FL., Oct. 2003 – February 2006

- Responsible for generating Home Health Care referrals throughout Greater Tampa Bay area.
- Educate physicians, nursing staff and referral coordinators on "Disease State Management", an approach that focuses on educating patients on their disease state (Congestive Heart Failure, Diabetes, COPD). The concept is to involve the patient in their care, and empower them to take a proactive role in the management of their disease state. This approach has proven to reduce emergency room visits, and minimize exacerbation of disease state.
- Highest Producing Rep in West Central Florida Region (11 Reps) for both “Number of Admissions”, and “Revenue” on 9 separate occasions since October 2003.

Pharmaceutical Sales Representative, 3M Pharmaceuticals, July 1999 - October 2003

- Promote branded pharmaceutical products “Metrogel Vaginal”, “Maxair Autohaler”, and “Aldara” to Primary Care, Urologists, OB/GYN, and Dermatologists in the Greater Tampa Bay area.
- Awarded “TOP PRODUCER” distinction in 2000, (a distinction given to representatives finishing in top 10% nationally) finishing the 2000 sales year ranked #1 in district, and #21 of 200 nationally.
- Finished 2001 sales year ranked #19 nationally out of approximately 200 representatives.
- Finished 2002 sales year ranked #22 nationally out of approximately 250 representatives.
- Territory was ranked #159 in June of 1999, & was never ranked below #44 under my tenure.

Pharmaceutical / Dental Sales, Innovative Customer Solutions, May 1997 - May 1999

- Promoted “Periochip” (Manufactured by Astra Pharmaceuticals) to Dentists and Dental Hygienists in the greater Tampa Bay area. Periochip is a gelatinized chip of Chlorhexidine Gluconate used in the treatment of Periodontitis. The Periochip provides a sustained antimicrobial therapy directly to the area of infection.
- Conducted luncheons and workshops for Dentists and Dental Hygienists on the proper storage, handling, placement, and usage of Periochip.
- Provided ongoing customer support and guidance for all aspects of incorporating the Periochip into their practice (Instructional Materials for patients, Insurance Reimbursement Coding).
- Consistently ranked in the Top 10 of the Southeastern United States in PerioChip Sales.

ACADEMIC/ATHLETIC ACCOMPLISHMENTS

- Finished Master’s degree program with High Honors (GPA 3.51)
- Earned “Deans List” distinction for five consecutive semesters in Masters Program.
- Selected by college football teammates to serve as team captain.
- Set school and national records while playing intercollegiate football.
- Two-year winner of “Hustle Award” given by Harding University football coaches.
- Invited to tryouts for Oakland Raiders, and Tampa Bay Buccaneer football teams.

REFERENCES AVAILABLE UPON REQUEST