

## Sales and Marketing Executive

### PROFESSIONAL SUMMARY

Passionate, results-driven sales and marketing executive with a proven track record of multi-million-dollar revenue growth while providing strategic sales leadership in a highly competitive market. Exceptional coach and mentor; combined with a strong sense of integrity and innate leadership abilities to develop and retain high performing sales teams. Tenacious in building key relationships, securing customer loyalty and creating new business opportunities while specializing in:

- Leadership
- All Phases of the Employee Lifecycle
- Market Strategy & Brand Management
- Developing Corporate Strategies
- Strategic Planning
- Sales Management Lifecycle
- New Business Development
- Building High Performing Teams
- Staffing, Coaching and Mentoring
- Training and Marketing Initiatives
- Critical Thinking & Analytical Skills
- Vendor Relationship Management
- Increased Revenue Growth YOY
- Business to Business (B2B) Selling

### PROFESSIONAL EXPERIENCE

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#### Director of Sales

**Probo Medical (Formally Trisonics)** • Harrisburg, PA | 02/14 – Present

- Established and manage the sales department including inside/outside sales, national accounts and marketing for the largest independent field service organization in the US, offering sales and service of ultrasound equipment
- Increased company sales revenue growth by 25% through vigorous training, coaching and leadership
- Management representative for company ISO13485:2016 certification handling customer satisfaction initiatives and participating in monthly management reviews
- Cultivate Strategic Accounts on a regional and national level by proactively creating sales programs and key initiatives
- Oversee and manage all marketing efforts including website development, trade shows, marketing materials, SEO, social media and print ad designs.
- Provided high-quality reporting and presentations for C-Suite Management monthly; develop new sales and marketing strategies based on analytics
- Develop annual sales forecasting to meet companies' overall revenue growth as well as set and manage yearly marketing budget to include all trade show and print ad expenses
- Channel management of business partners and national distributor agreements to support a more strategic sales attainment
- Liaison and sales trainer for engineering department to build customer relationship development and prospecting skills
- Work intimately with company CRM, inventory management and financial programs

**Global Sales Specialist | Trisonics** • Harrisburg, PA | 10/12 – 02/14

- Served as primary point of contact to market Trisonics offerings nationwide and globally selling ultrasound equipment, parts, probes and systems.
- Mentor and assist engineers and ETP's with any sales related questions and customer interfacing needs
- Set pricing and monitor inventory based on national requests and customer demand

- Attend regional and national trade shows marketing Trisonics and being the face of the company
- Build and grown both wholesale and retail customer base in a wide variety of different demographics
- Achieved 1 million dollars in sales in second year exceeding management expectations and resulting in the promotion to the Director of Business Development position

#### **Executive Healthcare Representative | Shire Inc • Harrisburg, PA | 2007 – 2012**

- Contribute to achieving national sales goals by implementing marketing strategies and sales plan
- Winner of the GI Fall Classic – growing market share 6%
- Winner of Rep of the Quarter Award – 4<sup>th</sup> Quarter 2010
- Winner of GI Drive for One contest – 2<sup>nd</sup> Quarter 2011

#### **Pharmaceutical Sales Representative | Pfizer Inc. • Harrisburg, PA | 1998 - 2007**

- Provide current, accurate and meaningful product information to physicians, nurses, pharmacists and other customers for the purpose of selling Pfizer brands and their benefits to customers
- Presidents Club winner 2002,2003,2004

## **EDUCATION**

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**Bachelor of Arts: Psychology | Mansfield University • Mansfield, PA**

## **PROFESSIONAL CERTIFICATIONS**

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**Certified Medical Representative| CMR Institute**

## **TECHNICAL SKILLS**

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Microsoft Office Suite—MS Word, Excel, PowerPoint, Outlook, Access | Salesforce | Google Suite | Adobe Suite | Social Media Platforms | CRM Database Management | Mac & PC Proficient

## **CORE COMPETENCIES**

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|-----------------------------------|-------------------------------------|
| • Self-motivated, dedicated       | • Meticulous attention to detail    |
| • Executes with passion           | • Exceptional organizational skills |
| • Prioritization, multitasking    | • Solid judgment & decision-making  |
| • Corporate account management    | • Creative & innovative             |
| • Team leadership/management      | • Strong negotiator                 |
| • Consultative & solution selling | • Persuasive communicator           |

