

Daniel J. Berkompas, MBA

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WORK EXPERIENCE

Norland at Swissray

2017 – Present

Director of Sales (2021 – Present)

Houston, TX (Remote)

Medical Device Company specializing in manufacturing capital equipment bone densitometers and handheld ultrasound devices. Responsible for managing all sales and marketing activities, identifying key markets and emerging market trends, manage sales related team, distributors, contracts, and sales channels.

- Created and implemented sales, marketing, service, and operations business plan for new handheld ultrasound product launch in new and emerging market with the objective of \$3 million in sales within three years. On track to meet first year product sales goal of \$300k in new product sales following a late 2021 release date.
- Established and maintained relationships with current and prospective clients within the point-of-care ultrasound and bone densitometer marketplace. Engaged directly with senior executives and top physicians, effectively marketing company products into new and existing market segments
- Created multi-channel sales pipeline for new product launch through establishing distributor network, creating e-commerce direct sales model, and working with KOLs to establish market presence
- Worked with industry governing and certifying organizations to facilitate education of product and best practice guidelines
- Designed marketing materials for multiple products to employ during campaign efforts, meetings, and trade shows
- Worked in conjunction with regulatory and quality assurance department, service department, and R&D/Engineering
- Part of product development team contributing to product improvement through ideation, market research, and customer feedback
- Navigated FDA and notified body's processes for class 3 medical devices including 510k, PMAs, ISO Certs, and annual auditing

Manager, Research, Clinical, & Sports Medicine Markets (2017 – 2021)

Houston, TX (Remote)

Managed DXA sales for the U.S., EMEA, & LAM world territories with a focus on the sports medicine, clinical, and education/research markets.

- Managed entire sales process including initial lead contact, sales presentations, closing, product installations, and maintaining existing customer relationships
- Exceeded sales quota of units sold every year until pandemic. YOY growth of 20%
- First sales representative to break into professional sports industry and sell medical equipment to NFL, MLB, NBA, and NHL teams and affiliated organizations
- Worked closely with GPOs and other groups through bid processes and negotiated contracts
- Head company representative on the exhibit floor and networking events of numerous professional conferences
- Managed both U.S. and International relationships and contracts between company and distributors
- Led company transition to new CRM platform to help manage customers, leads, opportunities, and marketing & sales performance
- Experience conducting interviews for various company positions

Broussard Group

2015 – 2017

Sales Representative – Health Care Specialist

San Antonio, TX

Corporate interior and space planning contract furniture dealership.

- Sold, managed, and facilitated a \$1.5 million project for six medical buildings at Lackland Air Force Base
- Sold, managed, and facilitated projects for Methodist Health Care Ministries and University Health System (San Antonio, TX)
- Sold over \$2.5 million worth of product over a two-year period exceeding sales goals by 167% annually
- Managed projects from initial client meetings, design phase, bid packages, order entry, installation, and project close/follow up

EDUCATION

University of Florida

April 2021

Master of Business Administration (MBA), Hough Graduate School of Business

Gainesville, FL

- Focus: Marketing

Michigan State University

August 2014

Bachelor of Science with a major in Kinesiology

East Lansing, MI

- Specialization: Exercise Physiology
- Michigan State Men's Lacrosse Team – Defensemen & Coach's Award Recipient (10'-14')

ADDITIONAL DATA

- Task Group Member for Quality Control of DXA through the American Association of Physicists in Medicine
- Completed Excel Certification Course through University of Florida MBA program
- First Aid & CPR Certified