

ERIC GOLDBERG, M.A.

www.linkedin.com/in/eric-goldberg-63048311

14863 Three Ponds Trail Delray Beach, Florida 33446 561.613.5710 egoldberg333@gmail.com

HEALTHCARE SALES EXECUTIVE SUMMARY

Highly accomplished revenue producer specializing in new and under-performing sales territories within the healthcare industry. Verifiable history of 30-year healthcare-specific consultative sales success with a demonstrated ability to identify growth opportunities and develop enduring business relationships with all levels of client leadership, including C-level suite.

BUSINESS DEVELOPMENT SKILLS & EXPERTISE

- Highly Articulate Communicator & Presenter
 - Consultative Control of Sales Process
 - Active Listening
 - Critical Thinking & Decision Making
 - Collaboration
 - Corporate Initiatives
 - Emotional Intelligence
 - Entrepreneurialism
 - Flexibility
 - Motivational Leadership & Team Building
 - Project Management
 - Public Speaking
 - Self Confidence
 - Strategic Planning & Vision
 - Contract & Price Negotiation
 - Key Account Management
 - Sales Forecasting & Budgeting
 - Trade Show Management & Product Launches
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EXECUTIVE ACCOMPLISHMENTS:

- Conducted business with hundreds of skilled nursing facilities and hospitals throughout the Florida and Georgia markets, ultimately becoming the largest distributor of personal needs products in the Southeast
 - Senior strategic advisor on all client-facing communications, including catalog development
 - Highly sought after presenter to healthcare professionals on important geriatric special needs and dignity issue topics
 - Responsible for monthly achievement of benefit performance metric goals and the delivery of IT program enhancements, as well as retention of clients currently generating annual revenue exceeding \$25 million
 - Primary Points of Contact include CEO, CFO, COO, VP Operations, VP Procurement, Facility ED's & Administrators, DON's, Physicians and support staff, Small to Medium-Sized Business Owners
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HEALTHCARE BUSINESS DEVELOPMENT EXPERIENCE:

SENIOR CLIENT SERVICES MANAGER

2019 - Present

Convey Health Solutions

Port St. Lucie, Florida

- Provide healthcare benefit administration and relationship development for client management teams associated with Blue Cross and Blue Shield Medicare and other state operated health plans – throughout California, Michigan, Illinois, Texas, Montana, Arizona, New Mexico, and Oklahoma
- Led member outreach communications to increase clients' spend utilization and membership base by an average of 25% annually
- Drove productivity and efficiency improvements that boosted client team technical acumen and drove productivity up 59% while doubling revenue
- Provide expertise toward the procurement of new OTC product offerings and business development opportunities
- Collaborate with internal departments and management to ensure client priorities are understood, and resources are executed on commitment
- Work with implementation and IT teams to scope out statements of work

REGIONAL SALES DIRECTOR

2013 – 2019

Heritage Healthcare Services

Boca Raton, Florida

- Launched Florida market, promoting Heritage brand as a viable new and emerging entry
- Sold 12 outsourced hospital and SNF service contracts to facility owner/operators, generating over \$4 million in recurring annual revenue
- Expanded company presence to Georgia, North Carolina, and Virginia
- Authored re-branded website, including creation of virtually all updated content
- Introduced hybrid service initiative which successfully appealed to those sales prospects who remained opposed to vendor outsourcing
- Expanded marketing strategy to include memory care and LTACH facilities

VICE PRESIDENT OF SALES

1992 – 2013

AGE Industries, Inc.

Coral Springs, FL/ Atlanta, GA

- Started up Florida region, achieving sales growth in 7 consecutive years, eventually becoming the largest distributor of personal needs products to seniors in the Southeast
- Consistent annual revenue growth of 20%+ in durable medical equipment, especially in the distribution of wheelchairs, healthcare recliners and related accessories
- Led a team of as many as 8 independent sales rep team members throughout the Florida market
- Increased catalog sales revenue to overtake in-person sales after the first 5 years in business
- Orchestrated strategic partnerships with Alzheimer's Association, Easter Seals, and Wayne Densch Charities
- Expanded on senior care branding by acquiring CareMinders Home Care in Atlanta

EDUCATION & RELATED EXPERIENCE:

- MA (Communications), State University of New York at Albany
- English as a Second Language Instructor and experienced expository writer
- Proficient at a variety of Microsoft and Google programs, plus adept at Salesforce CRM and LinkedIn
- Professional Selling Skills Certificate Recipient