

**Garrett Goffstein**  
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**Career Goals:** To be a part of an energetic company, representing an exciting product or service line in the Healthcare Industry. Bring my strategic, creative, and passionate best practices to a team consultative selling environment.

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***Areas of Expertise***

Sales ♦ Sales Management ♦ Product Specialist ♦ Marketing  
Capital Equipment ♦ Medical Device  
Cardiology, EP ♦ Vascular ♦ Surgery ♦ Radiology ♦ Orthopedics ♦ Neurology ♦ Oncology  
Consultative Team Selling ♦ Enterprise Hospital IDN Solutions

***Career Highlights***

20 years progressive sales experience in the Healthcare/Medical markets. 20 years successful Consultative Selling with Value Added Solutions to the Hospital C-Suite, Medical Directors, Department Administrations, Physicians, and Key Account Stake Holders. Experience in leadership roles and coaching in team selling environments.

**CRM & Software Experience:** Salesforce, Concur, Siebel, GE Sales Workbench, Definitive Healthcare

**Continued Industry Training and Certification:** Hippa Compliance, Sarbanes Oxley SOX Compliance, Stark Compliance, Anti-kickback Compliance, Medicare Fraud Compliance, Regulatory Affairs/Customer Complaints Process and Compliance, Sunshine Act.

**Sales Training:** Miller Heiman, Trust Triangle Selling, Challenger Sales, DCODE Communications Presentations, GE/Philips/Siemens Proprietary Strategic Sales, C-Suite Sales and Negotiating Acumen.

***Professional Experience***

**Zoll Medical LifeVest**  
**Intuitional Account Director**  
**Central USA**

**06/2021 to 11/2021**

- Responsible for implementing strategies in key IDN's.
- Area Leadership role Cardiac Management Solutions.
- Worked with five Regional Managers and thirty Account Managers.

**Siemens Healthineers, Cardiovascular Ultrasound Territory Manager**     **05/2018 to 08/2019**  
**Northern CA, Northern NV**

- Sold Cardiovascular Ultrasound Products, Service Contracts and Solutions.
- Focus on 4D Acunav Volume Inter Cardiac Echo (I.C.E) catheters for Structural Heart Procedures.
- Focus on Artificial Intelligence (A.I.) Innovations with Model Based Machine Learning.
- Key Strategic Accounts: UCSF, UC Davis, Stanford, Sutter Health, Dignity Health, and Kaiser.

**GE Healthcare**  
**Interventional Product Specialist, Strategic IAM HCA**  
**Dallas, East Texas**

**11/2015 to 05/2018**

- Sold Cardiology Imaging Capital Equipment including Cath Labs, EP Labs, Hybrid OR Endovascular Labs, Neuro/Stroke Labs, and Interventional Radiology Labs.
- Sold Hemodynamic Cath/EP Invasive Monitoring, FFR, Centricity Cardio Workflow (CCW), and CVIS Physician Structured Reporting Solutions.
- Sold Radiology Imaging Capital Equipment including MRI, CT, Nuclear Medicine, PET/CT, X-ray and Mammography.
- Key Strategic Accounts included large IDNs, Luminary and Academic Hospitals. Key Account Customer Contacts included Physicians, C-suite, Medical Directors, Dept. Administrators, and IT.
- Delivered Technical and Clinical Presentations via PowerPoint.
- Focus on emerging Artificial Intelligence (A.I.) innovations across modality imaging systems.
- SaaS Solutions Subscription included Enterprise Advanced Visualization Software Applications standardizing imaging assets with latest available technology and innovations.
- Edison Intelligence Digital Solutions (cloud based, via healthlink, or smart devices) included platforms helping customers achieve greater efficiency, improve patient outcomes, and increase patient access to care.
- Managed RFIs and RFPs proposals. Negotiated After Warranty Service Contracts.
- **Achievement Highlights:** Consistent Top Producer at or above annual operating plan. 100% VOP in 2016. KOL Win replacing Competitor Cath lab National Show Site at Academic UMC Lubbock Hospital in 2016. 142% VOP in 2017 as Strategic HCA Imaging Account Manager role.

**Fujifilm Medical Systems USA**  
**Account Executive Medical IT and Imaging**  
**North Texas**

**02/2014 to 11/2015**

- Sold Medical Information Products and Enterprise Solutions. Digital X-ray Product Specialist.
- Solutions included PACS, CV PACS, CVIS, RIS and VNA.
- SaaS Solutions included RIS Radiology Information Systems for front office/scheduling, physician tools, patient portals, financial tools, business management tools, and tele-radiology.
- SaaS Solutions included VNA Vendor Neutral Archive Enterprise (cloud based) included imaging interoperability and image life cycle management, creating a patient-centric view across the entire continuum of care for healthcare providers linking all EMR and HIT systems.
- **Achievement Highlights:** Consistent Top Producer at or above annual operating plan. 142% VOP in 2014. Corporate C-suite Account Management and Sales at Texas Health Resources IDN.

**Philips Healthcare**  
**Account Manager Cardiology & Radiology**  
**Dallas, TX**

**08/2005 to 02/2014**

- Sold Cardiology Imaging Capital Equipment including Cath Labs, EP Labs, Hybrid OR Endovascular Labs, Neuro/Stroke Labs, and Interventional Radiology Labs.
- Sold Radiology Imaging Capital Equipment including MRI, CT, Nuclear Medicine, PET/CT, X-ray and Mammography.
- Key Strategic Accounts included large IDNs, Luminary and Academic Hospitals.
- Key Account Customer Contacts included Physicians, C-suite, Medical Directors, Dept. Administrators, and IT.
- Delivered Technical and Clinical Presentations via PowerPoint.

**Philips Healthcare (Cont.)**  
**Account Manager Cardiology & Radiology**  
**Dallas, TX**

**08/2005 to 02/2014**

**Achievement Highlights:** Consistent Top Producer. 171% of VOP in 2012, 110% of VOP in 2011, 117% of VOP 2009, 136% of VOP in 2007. \$21M plus in new sales first three years in territory with less than 9% market share.

- Off-contract HCA SIP competitor Win with three Neurovascular Labs locations establishing a Regional Stoke Center of Excellence Program.
- First HCA Hybrid Endovascular Surgery Labs Win for beginning Structural Heart Program.
- Baylor Scott & White IDN Heart Hospital Competitive Wins for Cath Labs and EP Labs.
- First Baylor Scott & White IDN Wins for MRI and CT in 15 years
- Baylor Scott & White IDN wide, multi-year dual source DXR Contract Win.

**GE Healthcare**  
**Account Manager Radiology & Cardiology**  
**Dallas, TX and Pensacola, FL**

**09/2000 to 08/2005**

- Sold Cardiology and Radiology Medical Imaging Capital Equipment including MRI, CT, Nuclear Medicine, PET/CT, Interventional Cath/EP/Radiology Labs, X-ray and Mammography to Physicians, C-Suite, Medical Directors, Department Administrators, and IT.
- Promoted to Cardiovascular Ultrasound Product Specialist in 2004.
- Relocated to Pensacola, Florida in 2005. Organized Baptist IDN and Andrew Institute GE Enterprise Solutions resulting in their Center of Orthopedic Excellence.
- Six Sigma Green Belt Certified. GE Management Awards and Sigma Society recognition.
- **Achievement Highlights:** Consistent Top Producer. Expanded \$1M territory to \$11M in 2001, \$20M in 2002, and \$16.7M in 2003. Off Contract Tenet Corporate Win for New Hospital Construction worth \$13M. \$20M total sales Entrepreneur Outpatient Imaging market 2000 to 2003. Number One GE Growth Account Manager in 2002.

**Poly Implants Prostheses (P.I.P)**  
**Zone Manager Medical Device Sales**  
**Western United States based in Dallas, TX**

**12/1997 to 09/2000**

- Maximized Zone Territory revenues by coaching and managing a team of seven sales representatives in the Plastic Surgery and Breast Implant markets.
- Assisted Clinical Research Coordinator in coordinating surgeons to participate in product PMA study as called for by the FDA and 510K process.
- Devised sales training programs, training all sales representatives nationwide.
- Developed corporate documents, policies, and procedures used by accounting, customer service, and sales departments.
- Marketing experience included designing product brochures, developing trade show literature and promotions.
- Public Relations experience included routinely speaking at surgeon forums and writing press releases.
- Initiated a no cost, co-operative advertising campaign with surgeons.
- **Achievement Highlights:** 70% Dallas/Fort Worth, TX Plastic Surgeon Physician market share penetration in 1998 as an Account Manager. Number One Producing Zone in 1999 to 2000.

**Education**  
**University of California at Davis**  
*Paid Internship as Legislative Analyst*  
*The Advocacy Institute, Washington D.C. Spring 1992*  
**Bachelor of Arts, Political Science, June 1994**