

# KATE GREVERA MS, OTR

Austin, TX – (512) 520-6598 – kgrevera2@gmail.com – [linkedin.com/in/kategrevera](https://www.linkedin.com/in/kategrevera)

## Sales Management, Clinical and Military Specialist

Highly competitive with a proven track record of exceeding revenue goals while developing successful long-term partnerships. Acknowledged by peers as a passionate, visionary with the ability to cultivate bold ideas that propel people and plans forward.

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### AREAS OF EXPERTISE

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Increasing sales revenue	Training and education	Consultative selling
Strategic planning and growth	Marketing strategy	Networking and relationships
Team building and retention	Territory development	New product launch

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### PROFESSIONAL EXPERIENCE

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#### VQ ORTHOCARE

##### **Regional Sales Director of Government Services (West)**

**2018-Present**

Leading newly formed West division sales team focused on expanding revenue stream from VA, Military, and Indian Health Services business. This team's initiative falls in line with the VA/DOD Opioid Safety Directive to providers and will replicate the successful division we created on the East.

- ❖ **Exceeded** 2021 revenue goals with **25%** growth while hitting an EBITDA of **80%**
- ❖ **Expanded** territory coverage by **23** new military and VA facilities in 2021
- ❖ **Produced** **51%** profit margin in first year

##### **Regional Sales Manager (East)**

Provided leadership as a Sales Manager and directly responsible for managing and training direct employees and distributor partners on product benefits. Coordinated sales meetings with clients to introduce new technologies. Built relationships within the DOD/VA medical market segments to establish and grow a robust sales pipeline. Provided strategy and leadership to drive business development across the area.

- ❖ **Recruited** 10 distributors with an increased focus on military and VA partnerships
- ❖ **Increased** government units by **42%** in 2019 and by **28%** in 2020 despite Covid-19 challenges
- ❖ **Focused** territory analysis to drive market growth with highest paying revenue opportunities

##### **Independent Distributor (Texas)**

Served as independent sales rep within Texas territory. Performed sales activities and maintaining technical expertise in targeted medical specialties including orthopedics, neurology, pain management, woman's health and physical therapy. Demonstrated extensive knowledge of medical equipment, insurance fees and reimbursement regulations while establishing strategic partnerships for specific product lines.

- ❖ **Recognized** for successfully coordinating and implementing multiple new product launches within territory
- ❖ **Selected** to join senior management in product development and strategic discussions on territory roll-outs
- ❖ **Educated** physicians on building practices thru reimbursement processes related to their field of practice

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## PROFESSIONAL EXPERIENCE (*Cont.*)

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### THERAPY 2000

#### **Division Director**

**2016 – 2018**

Served as Division Director for home health company responsible for developing and implementing high-impact business development strategies to meet and exceed division sales and revenue goals. Focused on establishing and maintaining trusted advisor relationships with division employees while ensuring successful delivery of company solutions. Recruited multiple new rehab therapists and developed key partnerships within Austin healthcare providers and surrounding communities.

- ❖ **Launched** cochlear implant and specialty rehab programs resulting in 35% increase in speech referrals
- ❖ **Developed** quarterly CEU courses to assist with therapist recruitment resulting in 15% increase  
(*Austin office along with multiple locations closed*)

### LAKE TRAVIS HEALTH

#### **Owner/ Healthcare Consultant**

**2014 – 2016**

Owner of private practice assisting with aging in place, woman's health, pelvic floor biofeedback, home modifications and non-opioid pain recommendations.

(Working thru 2 year non-compete)

### CEDARON MEDICAL

#### **Senior Account Manager**

**2013 – 2014**

Served as Senior Account Manager for medical software company developing regional and national corporate accounts. Expanded new and qualified buyers through new business development and account qualification strategies.

- ❖ **Coordinated** online webinars and product demos for hospitals, physicians and therapy clinics
- ❖ **Initiated** leads for sales opportunities and developed new business within regions and industries on a national basis
- ❖ **Created** proposals and consulted with prospects on software solutions

(Working thru 2 year non-compete)

### DJO GLOBAL

#### **Senior Territory Manager**

**2008 – 2013**

Served as Territory Manager leading territory sales activities and maintaining technical expertise in targeted medical specialties, including orthopedics, neurology, pain management, woman's health, urology, and rehab therapy. Demonstrated extensive knowledge of insurance fees and reimbursements with Managed Care Team establishing strategic partnership and coverage with insurance carriers for specific products. Designed and delivered training presentations and CEU courses for healthcare providers and insurance carriers.

- ❖ **Recognized** for achieving "Million Dollar Club" for territory revenue (2012)
- ❖ **Awarded** for multiple President's Club Awards (2011, 2012, 2013)
- ❖ **Selected** Top Territory Manager for achieving highest overall sales revenue growth in territory (2011, 2012)

Director of Sales	2005 - 2008
Director of Outpatient Therapy	2003 - 2005
Director Marketing & Communications	2000 - 2003
USC Clinical Faculty	1996 - 1999

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## EDUCATION & TRAINING

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Bachelor of Arts (BA) in Psychology - *Incarnate Word University– San Antonio, TX*

Master of Science (MS) in Occupational Therapy - *Texas Woman's University– Denton, TX*

*Richardson Sales Training / Gallup Strength Finder Seminar / Spin Selling & IMPACT Sales Training*