
Summary

Top performing sales executive specializing in aggressive business development. Proficient in driving multiple organizations to exponential growth through both strategic and tactical development. Proven track record building and rebuilding sales teams and structure to efficiently increase revenue, profit and shareholder value. Designed strategic distributor and wholesale channels to maximize revenue. Experience includes regional, national and global revenue and budget responsibilities.

Career Highlights

2017- Built Verde Technologies sales team and led them into strategic partnerships with wholesalers, distributors, retailers and government agencies.

2015- Managed acquisition of QRS Diagnostic, integrated teams to increase profitability.

2014- Restructured national and global distribution channels

2014- Restructured inside sales and customer care team to increase revenue

2012- Managed Midwest Region through Teleflex acquisition and integration

2009-2012- Rebuilt multiple sales teams

2009-2012- Achieved high levels of success from revenue and development perspective

2009- Promoted the Eastern Division Sales Manager

2008-2012- Instrumental Sales Leader for multiple product launches and market feedback

2008-2012- Corporate presenter and trainer

2008- Instructor for Sales Training Classes- Capital Process, Strategic Selling

2008- Closed 2nd largest capital equipment transaction in company history with Mayo Clinic

2004- Built selling model for direct rep support evaluations for large scale surgical pack agreements

2002-2004 Trained, managed and cultivated sales through distribution and dealer agencies

Professional Experience

Teleflex Incorporated

1/20-7/22

Senior Regional Sales Manager

- Responsible for \$16-21MM in Central US
- Lead a team of 8 Sales Representatives and 1 Associate Sales Representative
- Driven consistent growth quarterly and annually
- Corporate Presenter; Tactical and Strategic selling
- Designed and lead presentation team for corporate driver deployment strategy
- Consistently exceed expectations during corporate QBR

Ambu

9/17-12/19

Regional Sales Director

- Responsible for \$15MM in revenue managing team in Midwest
- Executed and taught strategic selling to drive approval process through clinical, VAT committee and supply chain buyers.
- Returned to former leadership to rebuild an under performing sales team. Successfully rebuilt team resulting in improved personal, morale, culture and sales results.
- Drove 315% growth in the endoscopy market over the course of two years.
- Lead the nation in launch of first ever disposable video Rhinolaryngoscope.
- Forged Partnership with Medical Solutions to drive “buy-back program” of reusable endoscopes resulting in higher compliance to disposable scopes and increased revenue.

- Managed the “Sales Representative of the Year” in 2018. Drove a strong performer to higher achievements.

Verde Technologies

6/16-9/17

Vice President of Sales

- Responsible for all sales and marketing efforts in leading company to 800% growth in one year.
- Created selling strategy and value proposition for 6 distinct vertical markets for pharmaceutical deactivation and disposal system. Markets included pharma manufacturers, pharma distributors, healthcare institutions, retail pharmacy, state and local government and PBM's.
- Built and trained sales team resulting in continued growth. Designed compensation plans, sales metrics, and job descriptions.
- Worked closely with policy makers, congressional and senatorial representatives, lobbyists, and advocacy consultants to drive disposal protocols and create increased awareness surrounding the opioid epidemic.
- Interviewed regarding product and epidemic across the country via TV, radio and print media outlets.
- Created and designed statewide distribution programs with offices of the Attorney General in the states of Pennsylvania and Kentucky.
- Negotiated national contracts with Amerisource Bergen, Waste Management, Wal-Mart, Geo-Med, and Optum Rx. Designed pricing schedules and worked closely with legal counsel in contract agreement.

QRS Diagnostic- Acquired by Vectracor

6/14- 6/16

Director of Sales and Marketing- Site General Manager

- Responsible for all global sales and marketing functions
- Managed sales channels including domestic and international distributors, and direct domestic channels
- Member of Executive Management
- Redefined go-to market strategy resulting in increased revenue and company awareness, contributing factor to the sale of QRS.
- Launched promotional marketing campaigns with strategic partners
- Negotiated pricing and shipment schedules for international partners
- Work directly with President, CTO and CFO to execute company vision
- Transitioned to Director of Sales for the QRS division of Vectracor post acquisition.

Zoll Medical- Lifevest Division

10/13-5/14

Teleflex Incorporated- LMA North America (Acquired)

11/06-9/13

Teleflex Midwest Regional Sales Manager

1/13- 9/13

- Maintained role through acquisition while taking over 12MM in annual additional revenue. Responsible for 23.5MM Region
- Facilitated employee sales force integration in Midwest Region

LMA North America

Division Sales Manager Midwest and Eastern Divisions 12/08-12/12

- Responsible for 11MM, 6 person territory spanning 13 States
- Responsible for all sales functions including but not limited to; hiring, training, reviewing and developing sales representatives into high performing industry consultants
- Contract negotiation, clinical selling specialist, business development strategist
- 5 of 6 Sales representatives at or above 100%-2012

- Rebuilt Midwest Division from 4th ranked division to #1 through assessment, reorganization, training, business planning and culture change.
- Moved team from #4 to #2 ranked division nationally in 12 month period @ 96.8% to plan
- Contract negotiation, IHN top level Business reviews
- Led every full year representative to improved performance through strategic business planning, goal setting and tactical skill development
- Responsible for all sales activity and results of 12M territory, and 7 professional sales representatives.

Medical Sales Representative- Field Sales Trainer ***11/06-12/08***

- Sales representative for LMA North America responsible in growing and maintaining full line of airway devices and Minnesota, North Dakota, South Dakota, Northern Iowa and Western Wisconsin.
- 2008 Sales Representative of the Year Award. Finished 125% to plan overall in weighted achievement. 160% to Capital Sales quota and 103.1% in core sales.
- Awarded the prestigious LMA Top Gun Award 2007. Recognized as the top performing sales candidate through Clinical Sales Training, Spin Selling and Miller Heiman Strategic selling. Cumulative award based on testing, presentations, class performance and leadership.
- Quarterly Division Awards include; Midwest Division Highest Total dollar achievement Q4 2007, Highest Capital Sales Q2 2007 (251%), Highest Core Sales to quota Q1 2008, Highest Core Sales to Quota Q4 2007, Highest Capital Sales Q4 2008 (386%), Highest Total Dollar Achievement Q4 (217%)

Medical Concepts Development ***6/04-11/06***
Regional Sales Representative

- Regional Sales Representative for surgical drape manufacturer responsible for consistent growth of 12 state territory in the Southeastern United States.
- Built territory from \$1.8M to \$2.6M from 2004 to 2006. Exceeded sales forecast of \$200,000 growth in both 2004 and 2005 despite declining market conditions for plastics due to rising cost of petroleum.
- Closed \$140k in new revenue through 26 system conversions 2005
- Closed new business at 42 facilities 2004
- Built relationships with contracting officers, purchasing agents, OR, Cath lab, EP lab staff and surgeons resulting in revenue growth and business retention.
- Developed 4 custom surgical drapes resulting in \$85k new business
- Trained 32 Sales Representatives on product line
- Closed new business at prestigious facilities including Johns Hopkins Hospital, Emory University Hospital (Atlanta, GA) and Bethesda National Naval Medical Center (Bethesda, MD).

Education

St Cloud State University
 BS- Business and Marketing

St Cloud, MN
 1999

