



JOHN BREWER

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 Denver, Colorado

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SKILLS

Global Distribution Channels
International Business
Key Account Development
New Market Entry
Strategic Partnerships
Government Tenders
Account Based Marketing
Segmentation & Targeting
Negotiations & Contracting
Cross Cultural Communication

EDUCATION

Master of Arts

International Business and Policy
Georgetown University
Washington, DC
2019

Bachelor of Arts

Economics
University of Colorado
Boulder, CO
2015

SUMMARY

My life, both personally and professionally, has been driven by a dedication to service. I am passionate about using my education and experiences to establish channels that bring meaningful technologies to those who need it most. Navigating the ambiguity of geopolitical commerce to deliver technologies to new countries, or expand existing access is where I find the greatest impact of my work.

PROFESSIONAL EXPERIENCE

Principal Field Marketing Strategist – Blood Oxygenation

Medtronic | Boulder, CO

July 2021 – Present

- Leads US segmentation and targeting strategy to generate and capture new sales opportunities
- Partners with US sales teams to implement and execute initiatives for market development and share gain across OEM, distributor, and direct channels
- Identifies and targets strategic accounts for KOL development and account-based demand generation programs
- Defines and carries-out new product launch strategies
- Works from the field to identify and scale best practices, track competitor activity, and bolster a predictive approach to the market

International Sales Manager - EMEA

Applied Medical Technology, Inc. | Washington, DC

January 2019 – July 2021

Directed all market development and strategic sales activities for 40+ countries, spanning Europe, the Middle East, and Africa. Managed the entry of products into new markets, expansion of current business channels, development of international revenue streams, and the catered value approach to each unique market. Responsible for strategic direction, key-partner relationships, distributor sales management, OEM opportunities, and the coordination of marketing, regulatory, and legal assets. (>50% international travel)

- 2019 President's Club – increased international territory revenue by 18% from previous calendar year
- 2020 President's Club – increased international territory revenue by 25% from previous calendar year

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ACHIEVEMENTS

PRESIDENT'S CLUB 4x

Applied Medical Technology, Inc.

2017, 2018, 2019, 2020

HONOR GRADUATE

US Army Infantry School

2016

DISTINGUISHED MILITARY GRADUATE

US Army – Top 10%

INDUSTRY INVOLVEMENT

ADVISORY ROLE

Lead a team of four international graduate students through the research and analysis of emerging market public-private-partnership implementation, in a consulting capacity for a top 5 medical device manufacturers' international relations team.

DENVER COUNSEL ON FOREIGN RELATIONS – Member

PROJECT C.U.R.E YP BOARD – Member

TECHNOLOGY AREAS

Enteral products

Patient monitoring

Pulse Oximetry

Surgical Retractors

Smoke and Fluid Evacuators

PROFESSIONAL EXPERIENCE continued

Senior Enteral Product Specialist & Field Sales Trainer

Applied Medical Technology, Inc. | Washington, DC

December 2016 – May 2019

Responsible for driving revenue growth and device support across care units in The District of Columbia, Maryland, and Virginia with an area of care focus on Neonatology, Pediatric Surgery, Pediatric Gastroenterology, Interventional Radiology, General Surgery, and Critical Care.

- 2017 President's Club – increased territory revenue by 15% from previous calendar year
- 2018 President's Club – increase territory revenue by 34% from previous calendar year

Battalion Liaison Officer – 10th Mountain Division

US Army | Fort Polk, Louisiana

August 2016 – January 2017

Operated as a direct link between the commanding unit and six supporting units as a manager of personnel, logistics, and administration for the organization's ability to deploy globally. Additionally responsible to advise and assist the battalion commander in communicating command-level care for the wellbeing of 700+ personnel and their families.

- Managed the assignment and training of 25+ personnel in key positions for the organization's global deployment capabilities
- Executed a complete renovation of the unit's previously failing family readiness program, resulting in the highest possible rating during the program's annual inspection

Infantry Platoon Leader – 10th Mountain Division

US Army | Fort Polk, Louisiana

June 2015 – August 2016

Responsible for the training, property management, mission planning, vehicle maintenance, deployment capabilities, and overall development of a 40+ personnel unit.

- Ranked 1 of 4 platoon leaders within the organization
- US Army Infantry School honor graduate (1 of 34)
- Planned and executed comprehensive live fire training exercises earning accolades as the top performing unit
- Developed and implemented 8 company-level training events ranging from weapons qualifications to platoon-level tactical exercises