

JOHN J. FRIEDRICH

16600 N. Thompson Peak
Pkwy #1039
Scottsdale, Arizona 85260
415.264.9069
Friedrichjohn42@gmail.com



PROFESSIONAL EXPERIENCE:

Aesthetic Management Partners

Jun 2021 – Jan 2022

Area Sales Manager , Phoenix, Arizona

Responsible for all sales, operations, and training of Scarlet, Agnes, and Alpha Cosmetic Technologies for Arizona, New Mexico, and Las Vegas territory. Customer base includes Plastic Surgeons, Dermatologists, Cosmetic Surgeons, and Med Spas. Products includes Scarlet, Agnes, And Alpha Systems.

- Q4 2021 \$1,105,252 total sales

APYX Medical

Mar 2018 – Jun 2021

Renuvion Cosmetic Representative, San Francisco, California

Responsible for all sales, operations, and training of Renuvion Cosmetic Technology for the San Francisco Bay Area. Customer base includes Plastic Surgeons, Cosmetic Surgeons, and Dermatologists. Products include Renuvion Generator (\$85,000 ASP) and handpieces.

- Established new market and territory for startup company, APYX Medical – Current Sales just under \$600,000
- Placed 19 Renuvion generators into territory

Greater Majestic Enterprises, LLC

Jun 2015 – Mar 2018

President, San Francisco, California

Responsible for all sales, operations, and training for Cortiva Allograft, Puregraft Fat Transfer System, and TissuGlu Surgical Adhesive in Northern California. Customer base included Plastic Surgeons, Cosmetic Surgeons, and Dermatologists. Products included Cortiva Allograft, TissuGlu, and Puregraft.

- Increased Cortiva sales by over \$1.8 million dollars 2016–2018
- RTI Distributor of the Year 2017 – Cortiva Allograft
- RTI Rookie of the Year 2016 – Cortiva Allograft

Allergan Plastic Surgery

Mar 2008 – Jun 2015

Sales Representative Breast Aesthetics, San Francisco, California

Responsible for all sales, operations, and training for all Allergan Plastic Surgery products in San Francisco Bay Area. Customer base included Plastic Surgeons. Products included Natrelle breast implants, Tissue Expanders, and Seri Surgical Scaffold

- Achieved over 100% of quota 5 out of 7 years
- #2 hospital sales representative (out of 22) 2015
- Leadership trip 2010

Edwards Lifesciences Irvine**Oct 2006 – Mar 2008*****Sales Representative Peripheral Vascular Division, San Francisco, California*****(Division purchased by Tyco)**

Responsible for all sales, operations, and training for balloon expandable stents and self-expanding stents. Customer base included Cardiologists, Vascular Surgeons, and Interventional Radiologists. Products included Edwards LifeStent.

- Increased territory volume from \$100K to over \$800K
- Achieved 105% of quota for tenure with company
- #4 out of 22 rookie reps 2007
- Cold called and opened over 15 new hospital accounts

Valleylab Division of Tyco**Dec 2005 – Oct 2006*****Sales Representative, San Francisco, California***

Responsible for sales, operations, and training of LigaSure vessel sealing technology for San Francisco Bay Area. Customer base included OB-GYN's, General Surgeons, ENT's, and Urologists for the San Francisco Bay Area. Products included LigaSure and disposable handpieces.

- Increased market share from 70% to 90%
- Opened seven new major accounts generating over \$800K in revenues
- Achieved 100% of quota across all product lines
- Top 15% of national sales force (out of 130)

Johnson & Johnson**Aug 1997 – Dec 2005*****Sales Representative Gynecare division of Ethicon 8/97 to 1/02 and 10/04 to 12/05, San Francisco, California***

Responsible for all sales, operations, and training for Gynecare product lines for San Francisco Bay Area. Customer base included OB-GYN's and Urologists. Products included ThermaChoice balloon for endometrial ablation, VersaPoint for uterine fibroids, TVT for female incontinence, Diva Morcellator for infertility, and Interceed for surgical adhesions,

- Achieved over 100% of quota across all product lines 5 out of 6 years
- Diplomat Club member 2004
- #1 for dollar increase for incontinence products (out of 120 reps) 2001
- #7 in national sales force total sales (out of 120) 2000
- Hysteroscopy award winner (#1 out of 120 reps) 2000
- Promoted to in-field sales trainer 1999

Sales Representative J&J Cordis Division, Sacramento, California 1/02 to 10-03

Responsible for all sales, operations, and training for Cordis Endovascular line for the Sacramento, California area. Customer base included Interventional Radiologists, Cardiologists, and Vascular Surgeons. Products included peripheral stents (Nitinol and balloon expandable), guiding and diagnostic catheters, balloon catheters, sheaths, guidewires, and vena cava filters.

- Increased territory revenues from \$1.2 million to over \$2.2 million
- #18 in national sales force (out of 110)
- Increased market share from 35% to over 50%

EDUCATION:**California Polytechnic State University, San Luis Obispo, California****Bachelor of Science in Business Administration****Concentration: Finance**