

Kate Piercefield

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Recent Key Achievements

- Sold 1st Capital Order within first 30 Days of hire – Venus Concept
- Sold Capital Order for Key Focus Product in Fat Reduction – Venus Concept
- Sold Robotic Capital to Key Account Plastic Surgeon with my Specialist – Venus Concept

Experience

Sensus Healthcare *Southwest Account Executive*

March 2022- Present

- Managed 30+ Dermatology accounts in AZ, NV and Palm Desert while providing additional revenue via device upgrades, additional machines and accessories.
- Responsible for increasing awareness of Superficial Radiation Technology for treatment of non-melanoma skin cancer throughout the region to secure new accounts.
- Operated as lead contact for physicians and radiation staff to ensure successful equipment operation, training and collaborate on patient lead generation.

Venus Concept *Area Sales Manager*

March 2021- March 2022

- Produced \$760,000 in Aesthetic Capital Equipment revenue within the AZ/NM territory - Ranked 12th or Top 25% in 2021
- Responsible for new account acquisition, customer upgrades, and customer expansion focused on Plastic, Dermatology & Med Spas
- Highly skilled at creating packages, promotions, and events to create the ROI needed to justify new technology purchases
- Supported my region as Technology expert in creating Territory Plans and Email Blast Campaigns

Alma Lasers *Territory Manager*

February 2019- April 2020

- Generated \$850,000 in Aesthetic Capital Equipment revenue through new business acquisition working with Area Sales Manager
- Established and maintained relationships with dermatologists, plastic surgeons, OB-GYN's, family/internal medicine, and other aesthetics practices to increase capital orders.
- Supported the Area Sales Manager with lead generation, heavy cold calling, new equipment installation, and marketing events
- Provided current clients with technical assistance, marketing, and additional training.

Techtronic Industries *Field Sales Representative*

March 2016 – February 2019

- Responsible for territory growth of 17% YTD through successful product demos, promotions and customer engagement.
- Maintain close-knit relationships and partnerships with management, pro-desk & merchandising team to increase product movement and sales of focus SKUs.
- Divisional Rankings: Milwaukee 10 of 107 & Ryobi 11 of 107
- Currently exceeding the Western Average YTD comp % for Milwaukee sales. Territory YTD: 38% Western Division Average: 15%
- Top Ryobi Sales Growth - SSR - Western Division in 2016
- Promoted from Marketing Specialist to Sales quickly after initial hire

Education

Arizona State University

2015

B.S. Communication *3.07 GPA*