

PETER TROUP

📍 920 Poeyfarre Street, Unit 103, New Orleans, Louisiana 70130 ☎ 504.644.1430 ✉ MartinTroup42@outlook.com

*Product Engineering and Development ~ Client Service and Relations ~ Product and Account Management
Strategic Analysis and Implementation ~ Sales and Marketing Optimization ~ Continuous Process Improvement*

QUALIFICATIONS PROFILE

Growth-focused, performance-driven, and dynamic manager, with comprehensive experience in leading all aspects of sales optimization, core business process, and corporate profitability. Expert at formulating innovative solutions to complex business and technical problems and establishing cost-effective strategies to drive company productivity and revenue growth. Known for outstanding work ethic, strong people skills and unsurpassed dedication to consistently produce remarkable business results.

PROFESSIONAL EXPERIENCE

AGT2 LLC – NEW ORLEANS, LA

Owner

2018-Present

Entrepreneurial chief executive of profitable small home building / remodeling company. Stood up the business and all business system managing P&L and construction operations.

- Identified building land sites and negotiated land purchases
- Created architectural design to suit neighborhood in collaboration with architect / engineers
- Management of entire building process
- Responsible for hiring, and management of, subcontractors
- Managed capital and expense budget, finance operations, insurance, and taxes in cooperation with Accountant
- Managed building logistical, regulatory, and construction issues to successful outcomes with customer satisfaction

Career Highlights

- Built 4 new homes from ground up.
- Restored 11 old homes to excellent condition.
- 4 million gross sales

ATRICURE – NEW ORLEANS, LA

Regional Sales Manager, New Orleans, LA

2014–2018

- Took charge of the development of Surgical AFIB treatment in the state of Louisiana.
- Prospected, qualified, and closed direct business in cardiac operating rooms and related departments.
- Facilitated the development of Cardiac surgeon and Electrophysiologist relationships.
- Created awareness, and promotion of, the MAZE procedure within the cardiology community.
- Conducted on going, in-depth training for cardiothoracic surgeons for the surgical treatment of AFIB.
- Managed and coordinated the responsibilities of my support staff; Ablation Specialists, Clinical Specialists, Minimally Invasive Manager to improve patient outcomes.
- Coordinated training visits to share with national surgeons successful AFIB treatment techniques.

Career Highlights

- #1 ranked and Rep of the year 2017, Presidents Club award winner
- Grew business by increasing penetration and adoption within new and existing accounts.
- Earned recognition as the #1 sales representative nationally first quarter of 2015 (1 of 46)
- Increased year-over-year sales from \$925K in 2014 to 1.3M in 2015.
- Surpassed quota by achieving 133.7% year-over-year sales growth in 2015.
- Presented numerous peer-to-peer clinical presentation on “best practices at Global Sales Meetings.

Ablation Specialist

2013

- Supported field sales to drive procedure growth and improve patient outcomes.
- Conducted in-depth training to surgical and operating room staff personnel.
- Provided case support to Cardiac surgeons.

Career Highlight

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→ Received promotion to regional sales manager through outstanding performance.

AT&T GLOBAL BUSINESS SOLUTIONS – NEW ORLEANS, LA

Sales Executive II

2012–2013

- Efficiently handled increasing billed revenues and maintained existing business customer base.
- Identified and met customer business needs identifying and collaboratively developing strategic plans.

Career Highlights

→ Displayed exemplary performance, thus receiving the following national recognition and awards:

- 18th-ranked sales professional for the overall growth, 121% to goal
- 9th-ranked for the new strategic revenue, 158% to goal
- Southeastern Regional Growth Award for annual revenue attainment
- National Year-Over-Year Wireline Revenue Growth Award; and
- Top-ranked sales professional on the customer experience surveys.

AGT EQUITIES, LLC | CHARIOT, LLC – NEW ORLEANS, LA

Owner

2010–2012

- Expertly managed the entire facets of the business, involving product development and marketing, project management, graphic and web design, and manufacturing.

Career Highlights

→ Created and launched a baby stroller product designed to allow a child to securely sit and/or stand while in motion.

BAXTER BIOSCIENCE – NEW ORLEANS, LA

Territory Business Manager

2007–2010

- Effectively sold various blood products, including orphan drug across the area.
- Designed marketing materials for the company's new products for presentations on acute care sales techniques at the national sales meeting.
- Functioned as a regional trainer to optimize staff performance and productivity.

Career Highlights

- Improved business efficiency by reintroducing the company brand within the territory; and in declining revenue trend within the territory through marketing initiatives.
- Earned selection to the 2009 Sales Advisory Board to verify the record of exemplary sales and business leadership.

BARD PERIPHERAL VASCULAR – PENSACOLA, FL

Territory Manager

2006–2007

- Cultivated key relationships with various healthcare professionals, including general, vascular, and cardiothoracic surgeons; interventional radiologists; interventional cardiologist, and other physicians.
- Strategized the business and annual revenue base of \$1.2M.

Career Highlight

→ Maximized bottom-line performance, thereby winning the Go for the Gold Contest by achieving 114% of the surgical sales objectives; and second place in the PTA Punch Out by attaining 108% of sales objectives.

EARLIER CAREER

BELLSOUTH BUSINESS SYSTEMS – METAIRIE, LA | ATLANTA, GA

Major Account Manager | National Account Manager | Associate Account Executive | Communications Specialist

ALLEGIANCE TELECOMMUNICATIONS, INC. – ATLANTA, GA

Account Executive

EDUCATION

Bachelor of Arts ▪ Salisbury State University – Salisbury, MD

PROFESSIONAL DEVELOPMENT

Medical Educational Courses | Advances Concomitant and Minimally Invasive Cardiac Ablation Procedures
Advanced Sales Training | Cardiothoracic Anatomy | Atrial Fibrillation Treatment and Procedures

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ACTIVITIES

Division III National Championship Lacrosse Team, 3x Lacrosse All-American
Completed 10, 140.6mile long distance IRONMAN

PATENT

Troup, P. *Patent No. 7,878,515.* Location: Trademark Office.