
SENIOR SALES REPRESENTATIVE, SURGICAL SUPPLIES/MEDICAL DEVICE

Award-winning Senior Sales Representative with more than 15 years of producing top-ranking regional sales for surgical supplies/medical device organizations. Broad and loyal professional network includes key stakeholders throughout Broward County and Palm Beach County medical facilities—including specialist, surgeons, and top-level administrators. Proven ability to build highly profitable territories from the ground-up through comprehensive sales cycle management, strong negotiations, natural client rapport, and a relentless commitment to success. Computer literate, fluent in French, knowledge of Spanish and Italian. *Core skills include...*

- BUSINESS DEVELOPMENT •REVENUE GENERATION •PRODUCT LAUNCH •CONTRACT NEGOTIATION •RELATIONSHIP MANAGEMENT
- TERRITORY DEVELOPMENT •MARKET PENETRATION •LEAD IDENTIFICATION •EXECUTIVE PRESENTATIONS •KEY ACCOUNT MANAGEMENT

AWARDS & RECOGNITION

- Ranked among ACell, Inc.'s Top Ten Sales Representatives out of 150 nationwide professionals, 2011-2018
- Earned #1 Sales Representative for ACell, Inc.'s Southeast Region, 2011-2013, #2 2014-2018
- Recognized as the top sales producer in the State of Florida (ACell, Inc.) 2011-2013, #2 2014-2018
- Achieved ACell's Millionaire's Club Award, 2013-2018
- Received the Excellence Award (ACell) three times; 2012 recognized by the Regional Manager for outstanding drive, determination, and dedication to clients, products, and company; 2013 #2 sales overall for company; 2013 #1 hernia device sales

PROFESSIONAL SALES EXPERIENCE

TERRITORY SALES MANAGER

ACell, Inc., Broward county & Palm Beach County, FL

2011-present

Drives revenue through comprehensive sales-cycle management, selling surgical supplies to general, plastic/reconstructive, trauma surgeons, as well as podiatrists, gynecologists, and urologists. Identifies potential clients, establishes rapport, reviews surgery schedules, and aligns products with physician needs. Attends cases in the operating rooms to guide surgeons on product usage. Collaborates with national and strategic contract teams to negotiate contracts. Hired and mentored a Junior Sales Representative to drive territory growth.

Sales Results:

- ◆ **Added \$5.85M in new sales since 2012; exceeded sales quotas year-after-year, producing an average of \$155k every month since 2013,** despite territory adjustments, product availability issues, and changes in leadership.
- ◆ **Grew personal sales from \$389k in 2012 to almost \$2M in 2013.**
- ◆ **Sold a record-breaking \$241k in surgical devices in one month (June 2013)**

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... *Additional Accomplishments Continued*

Additional Accomplishments:

- ◆ **Invited to attend senior-level training conferences** on abdominal wall and pelvic floor reconstruction processes.
- ◆ **Optimized sales and solidifies client loyalty** by monitoring and modifying stock levels. Manages inventory, reviews consignment, establishes stocking orders, and defines pricing terms. Analyzes company usage reports, sales history, and trends to ensure product supply meets customer needs.
- ◆ **Negotiated and closed local, regional, and national contracts with major medical facilities** such as HCA, Tenet-Med Assets, and Broward Health, and secured business opportunities in long-term acute care facilities and Level-1 trauma centers in Del Ray Medical Center, and Broward Health.
- ◆ **Developed 4 Key Opinion Leaders (KOLs)** to drive product awareness and education throughout the country.
- ◆ **Selected to serve on the company's Smart Team;** attended conference calls and national sales meetings, reviewed training manuals, and provided feedback as a senior sales leader.
- ◆ **Strategically developed a broad client base from the ground-up;** created and maintained a diversified book of business that encompasses multiple specialties and territories and consistently generates top-ranking sales.
- ◆ **Identified and influenced key decision-makers;** met with hospital contracts teams, purchasing, materials management and Value Analysis Committee (VAC) to introduce and promote new products, demonstrate financial value, and runs trials.

TERRITORY SALES MANAGER

Cook Urological/OB-GYN, Spencer, IN

1993-2004

Sold a surgical instrument line to doctors, nurses, hospital administrative staff throughout an 8-state territory including New England, New Jersey, and New York. Represented the organization at national and international trade shows, collaborated with product development teams to launch new products, and trained new employees as needed.

- ◆ **Increased sales 34% in the second year and continued to double sales totals annually.**
- ◆ Distinguished as Cook Women's Health top sales representative for 10 consecutive years, with consistent #1 ranking
- ◆ Secured and managed Cook Women's Health #1 account, St Barnabas Hospital, N.J.
- ◆ **Worked with prestigious physicians including Dr. Steven Goldstein/NYU Med Center** to bring new products such as Goldstein catheter for SIS to market.
- ◆ **Contributed to the launch of a new line of IVF lab products** such as PGD pipettes, buffers, and solutions to the American market.

EDUCATION

BOSTON UNIVERSITY, Bachelor of Arts, French Language & Literature; Concentration in Business Coursework, Boston, MA

UNIVERSITE DE GRENOBLE, Grenoble, France (September 1987-June 1988)