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# JOHN S. SAMPLE

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## SENIOR LEVEL ACCOUNT MANAGEMENT LEADER

*Highly Regarded Senior Level Sales Executive* in the Medical Device/Pharmaceutical Industries with a 15 year track record of success. Expertise in cutting-edge product introduction, new territory development and cultivating trusting business partner relationships with physicians/clients. Superior sales trainer with a reputation for ability to attain staff allegiance and loyalty at all management levels. Seeking exceptional opportunity with a progressive organization where my visionary leadership style and bold character will be valued.

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## PROFESSIONAL PROFILE

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- ❖ Results-driven sales professional with proven record of success in both hospital & practice settings.
- ❖ Highly familiar with several medical specialties including; Endocrinology, Primary Care, Internal, Cardiology, Urology and Gastroenterology, adept at interacting with all related staff members including; physicians, nurses and support staff.
- ❖ Innovative and ambitious; willing to take on the challenge of driving sales and revenue initiatives for new products and successfully secure market share and growth for yet unproven technologies.
- ❖ Sales management leader; mentor and encourage staff to succeed through aggressive employee development, positive reinforcement, superior mentoring and inventive training strategies.
- ❖ Recognized as a respected and trustworthy sales professional with strong planning, organization & delivery skills; gained reputation as a trustworthy and knowledgeable business partner among medical community.
- ❖ Drive key business initiatives and manage daily activities that support company goals.
- ❖ Conduct cross-functional sales management, coordinate marketing campaigns and special events with a focus on disease state awareness & disease management.
- ❖ Highly familiar with medical terminology, medical device and pharmaceutical regulatory requirements.
- ❖ Determined and decisive; use initiative to meet and resolve challenges and exceed expectations.

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## AREAS OF EXPERTISE

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|----------------------------------|---|
| ❖ Strategic Planning & Execution | ❖ Presentation & Delivery                     |
| ❖ Medical Terminology            | ❖ Train and Mentor Staff                      |
| ❖ Deliver Measurable Results     | ❖ Create and Execute Business Plans           |
| ❖ Drive Sales Teams to Succeed   | ❖ Prospect and Identify New Customers         |
| ❖ Process Improvement            | ❖ Maintain Knowledgebase of Industry Products |
| ❖ Build & Maintain Relationships | ❖ Dedication to Customer Service              |
| ❖ Identify Key Decision Makers   | ❖ Excellent Communication Skills              |

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## PROFESSIONAL EXPERIENCE

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### **Roberts & Associates LLC Greenville, South Carolina (2007 to Present)**

#### ***Sales & Operations Manager***

- ❖ Direct all sales and operations activities for lucrative internet business serving customers seeking aftermarket industrial lubricants and specialty car care products.
- ❖ Drive relationships with independent manufacturer to secure exclusive distribution rights to product lines.
- ❖ Created 2 separate websites to provide information and order processing, designed interactive e-commerce functionality including shopping cart, shipment and payment processing, completed all graphic design, site navigation, layout, content, mapping, created and edited graphics, coding, forms and scripts, and optimized site for increased site traffic.

**DEXCOM Greenville, SC (2006 to 2007)**

***Territory Sales Manager***

- ❖ Brought into the organization by senior management to drive aggressive sales and marketing initiatives throughout SC, NC and TN to achieve market penetration for an innovative new diabetes monitoring product.
- ❖ Successfully marketed and sold custom diabetes monitor system that allowed type 1 and type 2 diabetes patients to manage their diabetes symptoms through a subcutaneous wireless glucose sensor that monitored glucose through an FDA approved medical device (CGMS).
- ❖ Cultivated lucrative business partner relationships with physicians and decision makers at Duke University Medical Center, University Of North Carolina School Of Medicine, Medical University of South Carolina and Endocrinologists and Primary Care physicians throughout North Carolina, South Carolina and eastern Tennessee.

**KEY ACCOMPLISHMENTS**

- ❖ Grew sales channel from inception and achieved the highest dollar volume sales territory for 2006.
- ❖ Through superior knowledge of the products specifications and functionally, achieved credibility and gained the trust of medical leaders to achieve market-share goals.

**Deltec (A Division of Smith's Medical), Greenville, South Carolina (2003 to 2006)**

***Manager, US Distribution***

- ❖ Drove sales management and market penetration activities for a medical technology manufacturer producing products for type 1 diabetes patients; insulin pumps, infusion sets and medical supplies, grew annual revenue to over \$14MM annually.
- ❖ Secured key distribution contracts with nationwide durable medical equipment companies including Liberty Medical, Edgepark, Medical Services of America, CCS Medical and Gemco.
- ❖ Oversaw the performance & development of 2 National Account Managers; proven ability to lead, mentor and drive performance management strategies, implemented successful sales training program to maximize results.

**KEY ACCOMPLISHMENTS**

- ❖ 2004: Achieved 100% of quota and grew annual sales volume to over \$7MM and grew DME Insulin Pump sales by over 64%.
- ❖ Grew distributorship partnerships from 13 to 30 and implemented successful incentive plan to grow referrals.

**LifeScan Inc., Greenville, South Carolina (1997 to 2003)**

***Regional Business Manager (1999 to 2003) Senior Sales Representative (1997 to 1999)***

- ❖ Led aggressive sales initiatives for this division of Johnson & Johnson to introduce OneTouch® products to physicians & hospitals throughout NC, SC and TN; oversaw directives for 10 Sales Representatives.
- ❖ Substantially increased sales in territory from \$445,000 to \$3MM in 36 months and achieved 143% of goal.

**Key Accomplishments**

- ❖ 2003: Achieved Regional Rank #2 rank for market-share growth.
- ❖ 2002: Achieved Regional Rank #1 for dollar volume increases and #2 for market-share growth.
- ❖ 1999: "Best of the Best" Award
- ❖ 1997/98/02: President's Circle of Excellence.
- ❖ 1997: Named "Rookie of the Year".

**Merck & Company, Greenville, South Carolina (1990 to 1997)**

***Senior Professional Specialist***

- ❖ Called on specialists & PCP's to cultivate relationships in the sale of Prilosec, Proscar, Vasotec and Zocor, grew territory revenue to \$2MM and was named to "The President's Club" for growing market share by 15%

**EDUCATION / TRAINING**

Gannon University, Erie, PA – Bachelor of Science, Marketing (Cum Laude)

Johnson & Johnson - Targeted Selection Interviewing, Strategic Acct. Management & Coaching for Performance