

**AWARD WINNING SALES EXECUTIVE WITH INTERNATIONAL SUCCESS IN EUROPE AND USA**

**Introduced new medical product across Europe and established a thriving market worth over \$40 million in only 2 years**

♦ **RANKED ONE OF TOP 10 SALES EXECUTIVES IN THE WHOLE OF THE US** ♦

**Expertise includes:**

- ♦ International Sales Strategies ♦ Leading Regional Teams (+15) ♦ Product Sales Analysis
- ♦ Contracting & Negotiating ♦ Engagement Strategies ♦ Influencing Key Decision Makers
- ♦ Identifying Commercial Opportunities ♦ Business Development ♦ Presenting & Pitching
- ♦ System Level Sales ♦ Training & Development ♦ Compliance & Ethics



**Repeated success at generating million dollar revenues for commercial products in the US and Europe**

**RECENT PRODUCT SALES SUCCESS**

***Recothrom – used for topical hemostasis during surgery***

- Significantly grew sales by over 8% to achieve +\$2.2 million revenue (2012-13)
- #2 ranking out of 7 Engagement Partners for sales of product
- Adopted a systems approach that enabled improved contracting price on product

***Cleviprex – used for treatment of emergent hypertension***

- Achieved increased product sales of +250% in 12 month period (2012-13)
- Boosted revenue from \$2.2 million to \$5.6 million with a team of only 4.
- Focused sales strategy on large hospital system accounts and key decision makers

***Angiox – used for treatment of STEMI***

- Introduced and established Angiox as a leading product used for cardiology treatment in over 10 European countries in only 2 years.
- Built a lucrative sales pipeline for product, starting from no revenue in 2010 to generate \$40 million by 2012.
- Value of sales contracts is estimated at over \$60 million in 2014.

**PROFESSIONAL EXPERIENCE**

**COMPANY ABC | Parsippany, New Jersey.....December 2000 to Present**

**Various roles to Engagement Partner**

- Responsible for leading a sales team of 15 and a \$30 million per annum revenue generating business unit in the delivery of medical product sales (surgery and critical care) across Central United States.
- Broad managerial role with responsibility for business plan development, organisational strategies, recruitment, analytics, contracting and goal setting across region.

**Currently ranked as the #1 US Sales Manager for surgery critical care products**

### Company ABC (Continued) ...

- 1 of only 3 of the original employees employed by Company ABC from its original conception in 2000. Utilise this experience to train and mentor sales staff from other regions (+100 per annum).
- Oversee sales and market strategies for two key products (Recothrom and Cleviprex), working closely with regional hospitals to develop unique ways of partnering products with the requirements of the institution.
- Led a pilot sales team of 13 representatives across the US that successfully provided proof of concept for the sale and marketing of a new product (Cleviprex) despite other competition.
- Personally chosen to launch Angiox product across Europe (2010-2012), with responsibility for creating and mentoring a vibrant sales force that was fully trained to successfully market product in multiple European countries.
- Spearheaded multiple travelling roadshows, conferences and presentations to medical professionals from across Europe during 2 year period (2010-2012).

*Directly responsible for launching Angiox product sales in Slovenia, Poland, Switzerland and Germany*

### KEY ACHIEVEMENTS

---

- **Achieved #2 sales ranking** in company for both Recothrom and Cleviprex (#1 combined ranking) for 2013.
- **Current #10 sales ranking** in whole of US for Angiomax
- **Grew sales of new drug (Cleviprex) to over \$5 million in just 12 months** by engaging extensively with large hospitals to demonstrate the medical benefits of drug (despite its above average price). Currently aiming to achieve revenue of \$10 million by end of 2014.
- **Created a thriving \$60 million market for Angiox in Europe** by engaging extensively to educate renowned Cardiologists and medical representatives and demonstrate quality of medical product – this was despite the premium price of the drug.
- **Played instrumental role in integrating +50 sales specialists into the company** following the acquisition of a surgery team from Company XYZ in 2013.

### AWARDS AND RECOGNITION

---

**SALES EXCELLENCE AWARD (2007)** – recognises the top 10% of sales people in the US

**MVP AWARD (2005)** – most valuable regional player in revenue and growth terms

**PRESIDENT'S AWARD (2004, 2005)** – one of top 5 sales executives in company

**TMC ELITE WINNER (2002)** – one of the top 10 sales people in the US

**SILVER AWARD WINNER (2001)** – one of the top revenue producers in the company

### EDUCATION AND QUALIFICATIONS

Masters of Public Health, ABC UNIVERSITY (2009-2011)

Bachelor of Science in Nursing, ABC UNIVERSITY (1993-1996)

### OTHER INFORMATION

U.S Air Force (1985-1993) – NCOIC of day to day operations, including crash rescue and primary care of pilots, flight crew and their families.