

## SENIOR SPECIALTY SALES REPRESENTATIVE

### Summary

Decisive seasoned Bio-pharmaceutical sales representative who drives territory growth through creative and innovative marketing strategies. Skilled at analyzing market trends and customer needs to develop highly-effective and targeted campaigns to drive revenue.

### Highlights

Account management

Customer service-oriented

Quantitative analysis

- Microsoft Office Suite expert

- Market segmentation

Deadline-driven

- Project management

Presentations

- Competitive analysis

- Trade shows

Cross-functional team leadership

### Accomplishments

- Launched aggressive growth plans that helped increase customer base of Flumist from 15 to 94 customers in the geography in 3 years.
- Presented PowerPoint presentation to Executive Leadership Team on customer segmentation strategy and customer returns strategy. Resulting program increased volume sales by 1 Million in 1 year
- Provided subject matter content to a sales module on successful selling in a hospital environment. Resulting sales training from this module lead to significant increase in Synagis revenue from hospital sales and greater confidence of sales reps to enter hospital systems
- Created a project to increase sales team's collaboration. Used company's SharePoint Service to create a workspace for field use. Worked with Effectiveness Team to roll out a similar platform using Box.com. Program has been incorporated by Astra Zeneca to share information and increase collaboration of sales and commercial teams

### Experience

SENIOR SPECIALTY SALES REPRESENTATIVE 01/2006 to 01/2010 Company Name City , State

- Key Responsibilities included: Marketing and promoting CVD products to NYC CV, Endocrinology, and Nephrology specialists and hospitals.
- Business Planning, Sales Forecasting and strong use of Excel.
- Meeting and exceeding sales goals.
- Built strong business relationships with healthcare executives and key opinion leaders.
- Strong collaboration with internal partners.
- Selected Accomplishments Awards of Excellence; 2007, 2008, 2009, resulting from collaborating and setting framework to open product contract negotiations, KOL identification, and press for formulary access at NYPH Cornell.
- Regional Market Events Think Tank Committee appointment - 2009: appointed to team by Regional Sales Director following market decline of Zetia, a direct result of sales performance and district leadership and initiatives Directors Award for ranking in the 20% of national sales team - 2008: strong sales achievement, measured by sales reports and strong performance reviews.
- Achieved by uncovering an unmet need in territory Zetia Product Advisory Committee Appointment 2008: consulted Marketing Department as a team on brand initiatives, a direct result of strong sales performance and year end reviews.

01/2003 to 01/2005 Company Name

- NYC Teaching Hospitals, NYC & NJ Pulmonologists.
- 8 hospital Formulary Placements and 3 hospital Protocol Implementations to achieve 115% to goal achievement and 140% to goal for new product launch.
- Achieved and exceeded sales goals YOY throughout tenure.
- Zithromax Product Advisory board appointments.

01/2001 to 01/2005 Company Name City , State

- Responsibilities include the promotion of key branded products to Internal Medicine, Pulmonologists Cardiologists, Nephrologists, Allergists, Dermatologists, Psychiatrists, Geriatric Specialists, Neurologists, Otolaryngologists, and NYC Hospital Teaching Institutions.

Guest Regional and National Trainer Appointments PROFESSIONAL HEALTHCARE REPRESENTATIVE 01/2001 to 01/2003

- Circle of Excellence Sales Award Trip Winner Rookie of the Year Award Regional Performance Fund Award for stepping into vacant Hospital Territory in district and driving sales Achieved and exceeded sales goals throughout tenure Multiple appointments to marketing product advisory boards due to achievements with field sales.

#### Education

Bachelor of Science : Business Certificate - Marketing International Marketing Biology 2015 City , State GPA: GPA: 3.10 Business Certificate - Marketing International Marketing Biology GPA: 3.10

Biology and Chemistry 1998 City , State GPA: Dean's List 1998 Academic Coach: Sports and Athletic Association Biology and Chemistry Dean's List 1998 Worked 30 Hrs/week in food and beverage services to support education financial requirements

#### Languages

English, Spanish (conversational)

#### Interests

Hockey, Triathlete, Music - Piano and Guitar, Woodworking and Carpentry

#### Additional Information

- ACTIVITIES: Hockey, Triathlete, Music - Piano and Guitar, Woodworking and Carpentry

#### Skills

Academic, Acrobat, Adobe, Photoshop, Business Planning, Coach, contract negotiations, driving, Endocrinology, English, financial, Illustrator, Internal Medicine, leadership, Director, Market, Marketing, access, Excel, MS Office Suite, Publisher, Windows 8, Windows, performance reviews, press, marketing product, promotion, Sales, Sales Forecasting, sales reports, Spanish, Teaching