

PROFILE

Creative, enthusiastic, and experienced sales/marketing professional with a strong background in medical sales management and a track record of consistent sales accomplishments.

- Strong ability to “partner” with clients to learn their needs, recommend solutions, and build relationships.
- Highly motivated and competitive; committed to goal-setting, planning, and follow-through to achieve results.
- Proven communication skills, leadership abilities, and a bottom-line orientation.
- Perform well under pressure and against deadlines, both as independent contributor and team member.

Key areas of expertise: Medical sales... advertising... marketing... supervision... troubleshooting... training... promotions... employee motivation... inventory control... presentations... P&L... financial management... vendor relations... prospecting... business start-ups... creative problem-solving.

PROFESSIONAL EXPERIENCE

STATE HOSPITAL OF MARYLAND, Baltimore Maryland

2000-Present

District Manager --- Dallas District (2002-Present)

Sales, operational, and P&L responsibility for all district activities.

SALES

- Call on hospital and care facility material manager, CFO's, and central supply supervisors as well as physicians, selling hospital supply leasing services and special-care products.
- In top 5 of 43 representatives selling DPAP products to pulmonologists, neurologists, directors of sleep labs, and home care companies.
- Achieved strong sales that made the SHS Pro-DPAP our district's number-one product.

MANAGEMENT

- Turned around struggling operation, achieving profitability within 8 months and remaining profitable ever since. Replaced entire staff, reaching stability within 4 months.
- Led district to 1998 revenue of 149% to budget and operating income of 393% to plan.

Account Manager (2000-2002)

- Brought on board to launch the Dallas District Office. Through aggressive sales, grew at new-district rate that was the third fastest in the company's history (since 1939).
- Established a strong customer base of 60 accounts.
- Developed quarterly and monthly plans; submitted weekly reports.
- Sales management responsibilities included budget-to-plan, 10% growth, days outstanding, and 25% margin on net income.

SERVICE ASSOCIATES INC., Dallas, Texas

1997-2000

Territory Manager

- Built close client relationships with 75 hospitals and 20 home care companies.
- Increased market share 30% through aggressive cold-calling and follow-up.
- Prepared and delivered in-service presentations to end users and decision makers.
- Transformed a \$25,000 loss into profit of \$15,000 in 6 months by controlling P&L.

MAGIC FLUTE, Fort Worth, Texas --- 15-store regional chain of music retailers

1995-1997

Senior Purchasing Agent

- Administered and controlled annual purchasing budget of \$3 million. Supervised 6 purchasing agents.
 - Increased revenue 30% by initiating sales of food, clothing, and accessories.
 - Increased revenue \$90,000 annually by instituting new “bad debt” procedures.
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EDUCATION

BA Communications, • Texas Christian University, Fort Worth, Texas

- Earned 100% of college tuition and expenses through entrepreneurial ventures.
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