

Sales and management professional with in-depth knowledge of the health care industry, specifically managed care plans and programs. Proven leadership skills in developing staff, implementing programs, managing teams and projects, and initiating process improvements.

A Key contributor to the success of one of the nation's most highly regarded managed health care companies; a consistent top performer in a fast-paced, challenging environment.

STRENGTHS

- **Organization and time management:** flexibility in the face of changing priorities.
- **Team leadership and participation:** proven ability to contribute to cross-functional initiatives and maintain a focus on established goals.
- **Staff coaching and development:** in both formal training and daily supervision.
- **Communication and presentation skills:** both internally and externally; demonstrated ability to represent customers' viewpoint and to communicate value.
- **Strong desire to grow professionally and personally.**

Professional Experience

MANAGED MEDICAL SERVICES, New York, NY
Sales Manager, Account Management, (1994-Present)

1990-Present

Manage a team of professionals generating new business and providing service to existing accounts. Direct departmental processes and methods of service delivery, staying alert for opportunities to increase levels of service. Lead of predicate in interdepartmental and cross-functional process improvement initiatives.

Develop sales strategies to assist account managers in servicing and retaining accounts. Participate in customer meetings and presentations to communicate the values and benefits of Major Medical programs. Assist account managers in closing renewal business. Maintain focus on consultative selling and high level of customer service.

Prepare and manage \$1.1 million department budget. Establish department sales forecasts and sales team goals.

Present the sales department and customer viewpoints throughout the organization; contribute customer perspective to propose plan changes and new product development. Stay up to date on relevant legislation.

Work with staff to create individual development plans. Conduct performance evaluations.

KEY ACCOMPLISHMENTS

- Average greater than 96% account retention over 5 years during periods of significant account growth (in both member and revenues). Consistently met or exceeded individual account memberships.
- Provided support and assistance in the strategic planning and account negotiation process for key renewals. This included managing the implementation process for taking large account to sole source status, including customizing benefit plans, transitioning patients in ongoing treatment, and educating new members. Retained accounts included NYNEX, New York City Schools, Citibank, Northeast Digital.
- Developed and deployed procedures and protocol for Top 50 Account Reviews.
- Successfully managed departmental operations during territory realignments. Encouraged mentoring relationships among staff to ensure ongoing training and development of less experienced staff.
- Developed employer survey instrument for use in evaluating staff members.

TRAINING EXPERIENCE

Develop, direct, and lead training programs to sales staff and throughout the company. Recent experience includes:

- Objections training and Role Plays.
- Improving Sales Effectiveness: Increasing product knowledge, competitive knowledge, and productivity.
- Sales Tracking System: Assisted in training field representatives on new software.

Sales Manager, Account Management (continued)
PROJECT MANAGEMENT EXPERIENCE

As a member of Medical Care and Services management team, led and participated in a variety of special projects and team initiatives in addition to fulfilling primary job responsibilities, representative examples:

- Sales Incentive Program: Led the project to design a new program.
- Strategic Business Units: Led the project to coordinate sales between business units.
- Sales Tracking System: Designed, developed, and implemented an automated database providing better management of account information.
- Employer Utilization Report: Participated in report redesign to better meet customer expectations.
- Corporate Issues Group: Worked with Executive and Senior Management to identify corporate issues to assist during planning process for future direction of the company.
- Professional Environment Team: Chaired a team to enhance sales environment.

Senior Account Manager (1992-1994) – Account Manager (1990-1992)

Consistently met or exceeded sales goals during growth of company from \$93 million to \$300 million in revenues. Contributed to company initiatives through participation on a variety of teams, committees, and special projects.

- Consistently exceeded aggressive quarterly membership goals.
- Provided a high level of service to high-profile customer; managed nearly half of the company's top 50 employer groups.
- Averaged 98% account retention over 5 years.

Education

NEW YORK UNIVERSITY, New York, New York
 B.S. Business Administration. 1989

Ongoing Professional Development

SALES

NYU School of Business: Sales Management and Marketing Strategies
 Strategic Selling
 AMA: Sales Management for the Newly Appointed Sales Manager
 Sales Trainers: Dimensions of Professional Selling
 HMO Underwriting and Pricing
 Negotiations Training
 Objections/Media Training

MANAGEMENT AND LEADERSHIP

Business Writing
 Leading Effective Meetings
 Project Management
 Zenger Miller: Team Building
 Peter Senge: Building a Learning Organization
 Leading Organizational Change
 Union Training
 Management Principles

Professional Licenses

New York Department of Insurance: Life, Health, AD&D

Professional Affiliation

Northeast Association of Health Insurance Providers