

Steve D.

Address

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PROFILE

Accomplished sales professional with over 12 years experience in medical device sales management. Track record of recruiting, managing, and mentoring high-performing Sales Representatives. Proven ability to build relationships, open new markets, and drive revenue growth, demonstrated throughout management of sales groups within three different medical device companies. Excellent selling and negotiation skills; demonstrated ability to interact clinically with medical community. Recognized by supervisors, colleagues, and customers for motivation and drive to succeed.

PROFESSIONAL EXPERIENCE

Company, Chicago, IL

2002 – 2009

Manufacturer of spinal implants and accompanying instrumentation.

Regional Manager

- Mentor and lead members of Chicago area sales team; currently supervising 14 direct reports.
- Negotiate pricing contracts with hospitals (both individual and networked).
- Hired and developed 18 Sales Representatives over seven-year period. Three received special recognition (Area Salesperson of the Year; Area Rookie of the Year; promotion to Regional Manager).
- *Accomplishments:*
 - 2003: Achieved 123% quota; 29% territory growth; northeast area, Region of the Year winner.
 - 2004: Achieved 101% quota; 19% territory growth.
 - 2006: Achieved 110% quota; 27% territory growth; southwest area, Region of the Year runner-up.
 - 2007: Achieved 105% quota; 22% territory growth.

Company, Chicago, IL

2001 – 2002

Manufacturer of technology lifecycle management software.

Regional Sales Manager

- Sold technology lifecycle management software; managed three Sales Engineers in Illinois and Wisconsin.
- Managed direct accounts including GE Medical, Abbott Laboratories, and Eli Lilly.
- Managed distributor accounts including Compaq and Dell.
- *Accomplishments:*
 - Ranked first among 11 salespeople for first and second quarters of 2002.

Company, Chicago, IL

1999 – 2001

Manufacturer of endoscopic equipment.

Regional Sales Manager

- Managed 11 Sales Representatives, plus administrative personnel, in six Midwestern states.
- Managed sale of endoscopic equipment to neuro, orthopedic, general, OB/GYN, uro, and E.N.T. surgeons.
- *Accomplishments:*
 - Led region to 9 percent year-over-year sales increase in slow-growing market.
 - Recruited, trained, and mentored seven Sales Representatives, two of whom received special recognition (Area Salesperson of the Year; Regional Salesperson of the Year).

Company, Chicago, IL

1997 – 1999

Manufacturer of brain stimulators and pain pumps.

Therapy Development Manager

- Developed markets and sold prosthetic devices newly cleared for sale by Food and Drug Administration.

- Coordinated sales and marketing efforts of three Sales Representatives in Chicago area.
- Established specialty groups of hospital and clinic-based physicians, and trained them to offer Medtronic's unique therapies to meet complex patient care needs.
- *Accomplishments:*
 - Increased sales volume by 120 percent in first year.
 - Earned Top Performer Award for fiscal year 1998.

Company

1989 – 1997

Manufacturer of surgical implants and accompanying instrumentation.

Regional Sales Manager (1993 – 1997)

- Managed 15-state area, directing efforts of 18 Sales Representatives, plus administrative personnel.
- Developed and implemented highly effective strategies for sales to hospitals and surgeons.
- Sold products such as titanium implants and hydroxyapatite cement used for osteotomies and trauma in the craniomaxillofacial skeleton.
- *Accomplishments:*
 - Successfully launched Midwest region for Howmedica Leibinger.
 - Led region to average annual sales growth of 18 percent.
 - Played key role in closing major accounts throughout Midwest area.
 - Recruited, trained, and mentored 18 Sales Representatives. One was named Salesperson of the Year; two were promoted to Regional Managers; one later became National Sales Manager.

Territory Sales Manager (1989 – 1993)

- Established and grew new territory in Illinois/Wisconsin, selling titanium implants directly to hospitals.
- Pursued sales strategy of concentrating efforts on key surgeons and staff members who made or influenced purchasing and consignment decisions for the hospital.
- *Accomplishments:*
 - Increased sales from \$0 to \$1 million in three years; territory became first in company to top \$1 million in annual sales volume.
 - Consistently ranked as company's top volume producer for over three years.

Company, Chicago, IL

1988 – 1989

Manufacturer of surgical microscopes and handheld instrumentation.

Territory Sales Representative

- Sold surgical microscopes and full line of micro-surgical instruments in Colorado, Utah, and Wyoming.
- Targeted E.N.T. surgeons in hospital and office settings.
- *Accomplishments:*
 - Successfully revitalized troubled territory, increasing sales by 70 percent year-over-year.
 - Consistently ranked among top five Sales Representatives within 38-person sales force.

Company, Chicago, IL

1983 – 1988

Territory Manager

Company, Denver, CO

1982 – 1983

Territory Manager

EDUCATION

University

1981

Bachelor of Science, Business / Marketing

Additional Training

- *Gallup Great Management Program*: Improving Your Managerial Effectiveness; Strategies for Developing Effective Presentation Skills; Fundamentals of Finance and Accounting for Non-Financial Executives
- *Dale Carnegie*: High Impact Presentations
- *Miller Heiman*: Strategic Selling; Conceptual Selling
- *American Management Association*: three courses