

SALES - MARKETING RESUME

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SALES DIRECTOR PHARMACEUTICAL SALES

Innovative Sales Techniques ▪ Account Development and Management ▪ Leadership Development ▪ Strategic Planning and Implementation ▪ Product Development ▪ Sales Forecasting ▪ Market Trend Analysis ▪ Recruitment and Selection Strategies

QUALIFICATIONS PROFILE

Success-driven, goal-oriented, and multifaceted professional, armed with exceptional sales and marketing competencies and client management; complemented with a solid reputation for driving product development, expanding brand awareness and developing high-performance business units within the medical and pharmaceutical industry.

Recognized as a top ranking sales professional, with strong history of success in generating record-breaking revenues and profits. Expert at utilizing out-of-the-box techniques in managing and growing sales and revenues; building and developing high-performance sales teams; developing business tactics and strategies; and implementing initiatives that meet and exceed company objectives and bottom-line. Adept at securing transactions and establishing long-term relationships and strategic alliances with key customers and partners to identify opportunities, maximize client base, and gain repeat business. Articulate communicator and team player, with well-defined analytical skills and well-honed, innovative technical aptitudes.

PROFESSIONAL EXPERIENCE

SALES - MARKETING RESUME | PARSIPPANY, NJ

Specialty Division Manager, PENN-JERSEY AND ALBANY DIVISIONS

May 2013–Current

Spearheaded a team of 10 senior sales representatives, while laterally leading 8 Primary Care Division Managers, in close coordination with Regional Director. Rendered effectual training to staff through customized individual development plans to boost sales performance and professional development. Coordinated with Marketing/Brand Teams, Managed Markets Teams and Division Management teams in devising strategic sales strategies for evolving healthcare environment. Employed strong tactical leadership in driving Cardiology, Gastroenterology, and Pulmonology specialty sales efforts in support of company culture.

Key Achievements:

- ⇒ Received several accolades for excellence in sales performance, leadership and professionalism:
 - Outstanding Leadership Award Penn-Jersey Region (2013–2014)
 - Outstanding Field Leadership Award Nominee (2014)
 - President's Club Rank of #2 (Year-to-Date)
- ⇒ Exhibited keen management skills in rebuilding Specialty Division, yielding a necessary 60% personnel change in eight months while delivering nation-leading representative and team performance.
- ⇒ Formulated and executed effective marketing strategies for local healthcare, managed-markets and life cycle dynamics, in support of sales performance improvement.
- ⇒ Gained selection to manage the Northeast Area Leadership Development program, accountable for enhancing development of over 60 managers.
- ⇒ Successfully led and mentored two representatives for promotion to Division Manager development program
- ⇒ Served as a driving force in the successful transition of FSR Team from cardiopulmonary to gastroenterology specialty sales, while consistently retaining the #1 lead product rank in the nation.
- ⇒ Played an integral role in accomplishing various tasks to Project Liberate, Total Account Call, and Bystolic Best National Task Forces.
- ⇒ Executed Interim Regional Director duties (Region currently ranked #2 in President's Club)

Leadership Development Associate, NORTHEAST AREA

Apr 2014–Current

Appointed by Northeast Area Business Director to implement Leadership Development program for more than 60 managers. Capitalize on industry expertise in formulating leadership curriculum with focus on value-added training and coaching of competencies in support of developing high-performing teams. Partnered with company-leading Regional Directors to create a Regional Director Onboarding and Development Guide for newly promoted Division Managers

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Senior Division Manager, *CENTRAL NEW JERSEY DIVISION*

Feb 2009–May 2013

Established reputation for motivational and hands-on leadership style to strengthen a team of 10 territory sales representatives and drive the achievement of nation-leading portfolio performance. Initiated elevated recruitment and selection strategies to recruit industry-leading talent. Played a leadership role in providing professional and sales development strategies to team and larger business unit.

Key Achievements:

- ⇒ Earned several awards sales performance and leadership awards by demonstrating unsurpassed management skills:
 - *President's Club (2010)*
 - *Manager of the Year Nomination (2010)*
 - *Manager of the Year (2012)*
 - *President's Club (2012)*
 - *Outstanding Leadership Awards (2010; 2011; 2012; 2013)*
- ⇒ Leveraged industry expertise in facilitating the recruitment of representatives and provision of mentorship, which resulted to the development and achievement of three Rookies of the Year and two Representatives of the Year.
- ⇒ Obtained distinction as Tier 1 winner of the Daliresp Dash Launch Contest
- ⇒ Excelled in Cardiology, Pulmonology, Psychiatry, Neurology and Primary Care markets

Regional Sales Trainer, *NEW JERSEY DIVISION*

Feb 2008–Jan 2009

Drove efforts in spearheading Cardiovascular, Psychiatry, Neurology, Fibromyalgia and Primary Care markets. Mentored more than 40 representatives in the NNJ and CNJ divisions to enhance their sales, professional, and technical skills in partnership with four division managers and regional directors. Coordinated with Leadership Team in developing and implementing brand strategies; while driving on short-term/long-term performance goals.

Key Achievements:

- ⇒ Exemplified outstanding coaching, development, professionalism, and exemplary business performance, supporting a #1 Regional Rank for FY2009.
- ⇒ Rendered tactical leadership to the FPI Division, as temporary division manager for four months, which positioned team as #1 in the nation for FY2009.
- ⇒ Gained recognition as Tier 1 winner of the Bystolic Run Contest.

Senior Specialty Sales Representative, *SALES - MARKETING RESUME; OCEAN COUNTIES, NJ*

March 2005–Feb 2008

Spearheaded efforts in administering psychiatry and neurology specialty accounts that improved market share and profitability of CNS franchises. Served as effective leader to eight primary care representatives in designing and implementing localized strategy and customized action plans.

Key Achievements:

- ⇒ Demonstrated exemplary performance in the achievement of the following recognition:
 - *Northeast Area Representative of the Quarter (2007)*
 - *Regional Representative of the Quarter (2007)*
- ⇒ Served as a driving force in attaining high volume sales for Central Nervous System Categories (Alzheimer's, MDD, GAD).

EDUCATION AND CREDENTIALS

Bachelor of Arts, with Double Majors in Political Science and Journalism
Rutgers College-Rutgers University, New Brunswick NJ

Internship with DC Statehood Delegation
Institute of Experiential Learning, Washington DC

ACTIVITIES

Little League, *Coach*