

SALES – MARKETING RESUME

☎ 0000 Greenfield Avenue, Milwaukee, Wisconsin 53214 ☎ 987.654.3210 🌐 contact@sales-marketingresume.com

~ JOB POSITION ~

AREA OF FOCUS: PHARMACEUTICAL INSTITUTIONAL SALES ~ DEVICE

QUALIFICATIONS PROFILE

Dynamic, performance-focused, and customer-driven professional, offering over 25 years of experience in hospital sales management, business administration, account development, administrative support, and relationship management in pharmaceutical and healthcare settings

Adept at building long-term productive relationships; resolving management issues; identifying and optimizing customer needs; and winning customer loyalty. Recognized as an award-winning, highly effective leader and team player with keen attention to detail and outstanding communication, technical, negotiation, analytical, and strategic selling aptitudes. Equipped with unswerving commitment to the highest standards of professional and personal service across pharmaceutical and medical areas.

CORE COMPETENCIES

Sales and Marketing Management
Business Development
Account Management
Sales Growth and Development Impacts
Strategic Planning and Implementation

Customer Service and Relations
Contract Management
Technical Support
Rapid Conflict Resolution
Organizational Leadership and Team Building

PROFESSIONAL EXPERIENCE

SALES – MARKETING RESUME | Location (City, State) | 2005–Present

Coronary Care Representative

2014–Present

- Play a significant role in selling Integrilin and ZONTIVITY across West Virginia, Pennsylvania, and Ohio.
- Assume full accountability in administering Integrilin sales worth \$6.3M; initiating the launch of the new product, ZONTIVITY; and efficiently covering cath laboratories as well as a cardiologist in the community.
- **Received the following awards and recognition for outstanding dedication and performance to work:**
 - *Great Lakes Institutional Representative of the Year, 2008 and 2010*
 - *Vice Presidents Club (National Award) 2011*

Sales Representative, Coronary Care Group

2008–2009

- Progressively led the product protocol, contract management, and staff education initiatives for all hospitals; solely worked in cath laboratories.
- Rendered keen oversight to three large integrated delivery systems, namely the University of Pittsburgh Medical Center, Highmark West Penn Allegheny Hospital System, and West Virginia United Health System.

Institutional Sales Representative

2005–2008

- Leveraged outstanding sales and management expertise in leading large systems as well as large community hospitals; and selling Cipro I.V. (Ciprofloxacin IV), Avelox I.X., IV antibiotics, Noxafil (posaconazole), Vytorin, and Zetia (ezetimibe).
- Provided expert leadership on the company's contracting, protocols, and supply concerns.
- **Contributed in successfully spearheading and placing all products on formulary with protocols in place.**

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SALES – MARKETING RESUME (a worldwide leading specialty pharmaceutical company) | Clarksburg, WV | 1988–2005

Senior Institutional Sales Specialist

1988–2005

- Strategically managed six teaching and high-volume hospital accounts in the Northern West Virginia market.
- Authored and successfully implemented a strategic financial business plan; thus, optimizing productivity.
- Took part in marketing Viadur, an implantable oncology device; as well as managing the portfolio year-to-date (YTD) growth at 95% in September, 2004.
- **Drove performance improvements; thereby, receiving various accolades companywide, such as:**
 - *Pittsburg Region Cipro Tablet Volume Winner, 1996*
 - *Adalat CC sales Volume Winner, South East Business Area, 1997*
 - *Achievers Club (National Award), 1999*
 - *Top 2 ranking on the eligible institutional sales specialists at the President Club, 2004*
- Established a reputation for continuously handling increasing responsibilities by earning fast-track promotion from sales representative to sales trainer, and finally to senior institutional sales specialist.

EARLIER POSITIONS HELD:

Hospital Sales Specialist

Professional Sales Representative I

Professional Sales Representative

EARLIER CAREER

Sales Representative | SALES – MARKETING RESUME | Clarksburg, WV

Owner; Operator | SALES – MARKETING RESUME | Clarksburg, WV

EDUCATION

Bachelor of Science in Business Administration, with Emphasis in Marketing

West Virginia University | Morgantown, WV

PROFESSIONAL DEVELOPMENT

**Cath Lab Training: 2008 | Cardiovascular Training III: 2008 | APEX Computer Train the Trainer: 2004
National Train the Trainer, *Trasylol* | Senior Institutional Training | Cardiovascular Training | Oncology Training
Training Programs in Contract Analysis | Regional Trainer Training | National Trainer Training
Cardiovascular Training | Phase 1 to 2 Hospital Sales Training, *Bayer* | Phase 1 to 3 Training, *Bayer***

AFFILIATIONS AND ACTIVITIES

Junior and Senior Warden, Christ Episcopal Church

President, Deer Trail Homeowners Association

Member, Psi Kappa Psi

TECHNICAL ACUMEN

Microsoft Office Suite (Word and Excel) | Comet | Insight | Vinsight | Internet Applications