

# ACCOMPLISHED SALES LEADER

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## ACCOMPLISHED SALES LEADER – HEALTHCARE FOCUS EXPERTISE IN MEDICAL DEVICE SALES / KEY ACCOUNT MANAGEMENT / EXCEPTIONAL REVENUE GROWTH

Building Effective Sales Strategy – Territory Development – Medical Device Sales  
Business Development – Trusted Advisor and Subject Matter Expert – Key Opinion Leaders

### CAREER QUALIFICATIONS & ACHIEVEMENTS

- **Accomplished Sales Professional** with a demonstrated record of success that spans effective sales strategy, customer relationship management, lead generation, and territory management, with focused experience driving revenue from the sale of medical devices across a broad geographic territory.
- **An innovative business strategist**, capable of producing realistic and practical solutions that deliver solid results and revenue growth in a challenging, highly competitive marketplace.

### PROFESSIONAL HISTORY

**2007 to 2014: KCI USA INC.**, San Antonio, TX  
**Surgical Sales Manager (2012 to 2014)**

A demonstrated record of success and achievement at this leading provider of therapeutic specialty support surfaces and medical devices, marked by a series of promotions to positions of increased influence, authority, and accountability.

As **Surgical Sales Manager**, fulfilled a critical role driving revenue from the sale of biologic products used in skin replacement operations to treat burns and ulcers. Cultivated strong contacts with prospective clients while strengthening existing account relationships with a network of medical professionals that included general surgeons, plastic surgeons, orthopedic surgeons, dermatologists, and podiatrists.

- Outstanding success in sales, building the market for the company's product from the ground up and reaching \$760K in annual revenue.
- Developed and expanded a diverse roster of 200 hospital clients across a territory stretching from Northwest Indiana to Springfield, IL; key clients included Methodist Hospital in Gary, IN, St. Joseph's in Joliet, IL, and St. Margaret Health in Hammond, IL.
- Served as a trusted advisor and subject matter expert, attending up to five live surgical procedures each day to provide guidance to medical professionals regarding the proper use of the company's products.
- Contributed additional service and expertise as a member of the Marketing Committee, tasked with developing and deploying innovative and effective marketing strategies designed to elevate awareness of the company's products and capture increased market share.
- Recognized as the company's highest revenue producer in 2013, earning the *Sales Representative of the Year* award as well as the *President's Inner Circle* award.

*"Debbie is an outstanding sales professional. During my 18 months at KCI, Debbie was a top sales representative. Becky was clinical, hard working, competitive and dedicated. Her ability to build relationships with her credibility drove dividends for both herself and her customers."*

**Joseph B., Former Vice President of Sales  
KCI USA INC.**

## **2011 to 2012: Account Executive, Acute Care**

Leveraged decisive business leadership and sales expertise to secure agreements for negative pressure wound therapies, sustaining \$2.5MM in revenue from a territory encompassing over 30 hospitals.

- Effectively managed all aspects of invoicing, collections, and credits across all accounts.
- Assumed a lead role in negotiations with C-level executives and other key stakeholders at client hospitals and medical organizations.
- Exercised superior subject matter expertise and product knowledge to drive sales of the ABthera Open Abdomen Negative Pressure Therapy System, a temporary abdominal closure system that enables healthcare professionals to take control early in the management of challenging open abdomens, removing fluid and reducing edema; secured the rank of top sales in the nation for this innovative solution.
- Consistently surpassed all established targets for sales and revenue throughout the territory.
- Secured a rank in the Top 10% nationwide for sales of the Prevena Incision Management System.
- Developed a network of Key Opinion Leaders to spark positive discussion and advocacy of the company's portfolio of products among key stakeholders and influencers in the medical community.
- Applied status as an Accredited Advanced Clinical Educator to coordinate and lead training on proper product usage to audiences of nurses, physicians, and other medical professionals.

## **2007 to 2011: Senior Territory Account Manager, Acute Care**

Served as a strategic partner and advisor to 30 hospitals, ensuring the continuous availability of negative pressure wound therapy equipment and products; engaged with client organizations in a key sales capacity to identify and satisfy inventory needs while ensuring the highest levels of customer satisfaction.

- Facilitated the establishment of all protocols and procedures governing the use of negative pressure wound therapy equipment and products throughout Advocate Christ Medical Center facilities.
- Actively promoted the benefits of the company's portfolio of negative pressure wound therapy equipment and products to boost adoption of the product by individual physicians and the facility.
- Led 2 weeks of Continuing Education and American Nursing Credentialed courses to audiences of over 800 nurses employed by Advocate Christ Medical Center, with a focus on the principles of negative pressure wound therapy and training on the proper usage of equipment.

## **1996 to 2007: LAPORTE REGIONAL HOSPITAL, LaPorte, IN**

### **Hospice Home Care Nurse – Care Coordinator**

Achieved outstanding and exceptional results managing a caseload of patients in the comfort of their own homes, coordinating patient care efforts between teams of doctors, nurses, therapists, home health aides, volunteers, pharmacists, and chaplains.

- Successfully provided holistic, in-home care to patients; took all necessary measures to prepare families and caregivers for end-of-life.
- Led programs and presentations to highlight the benefits of hospice to members of the organization.
- Oversaw the administration of palliative measures to effectively manage pain and symptoms.

## EDUCATION

**Bachelor of Science Degree in Nursing – Indiana Wesleyan, Marion, IN**  
**Associate of Science Degree in Nursing – Purdue University, Westville, IN**