

OBJECTIVE

A challenging outside sales role for an aggressive industry leader.

EXPERIENCE

4/00-Present

Overview

JOHNSON & JOHNSON, Urology Specialist - Ethicon Endo-Surgery Division Chicago, IL
Market a full-line of capital surgical equipment costing \$15,000-\$60,000 per unit along with single-use disposable laser fibers for surgical procedures conducted by Urologists. Manage a territory spanning Chicago, NW Indiana and parts of Wisconsin and Central Illinois.

Challenge 1 Capture and then maintain market-share dominance relative to other solution providers selling BPH thermal therapies.

Challenge 2 Changing clinical perception to grow the entire market by persuading doctors to replace the prevailing, drug centered medical management therapy, which represents 95% of current treatments, with thermal therapy.

Products Laser Optic system for treating enlarged prostates, TVT for female stress incontinence, PD 103 radioactive implants (Brachytherapy) to treat prostate cancer, and a device for laborscopic surgery.

Actions

As Market Specialist Attended 2,000 procedures in the OR, ASC or doctor office, where I help identify the right cases to fit our modality and work with doctors during trial use.

Impact Grew Chicago market share for thermal modalities from 5% to 85% (national average is 25% share).

Actions

As Sales Specialist 6 times in the past year I flew to major selling opportunities in other regions where I took the lead during the sales presentation.

Impact Closed 5 of the 6 deals worth a total of \$2,400,000 in capital and disposable product revenues.

Actions

As Staff

- Taught 88% of the 55 sales reps the Indigo Sales Mastery Course (SMC). Conducted 1-2 week field training with 22 sales reps. Trained 3 Territory Assistants in a 6-12 month mentorship.
- Part of the corporate team that created the division's first-ever performance standards criteria for the Urology Sales Representative.

Impact The first TA I trained is now #10 ranked sales rep. I coached the 43rd ranked rep. to where they are now the #9th ranked rep in the company.

Results

- Capital and disposable sales are worth \$8,360,000 (grew territory revenues by 1000%).
- My capital sales represent 21% of the entire divisions output (from a field of 55 sales reps) and disposable sales represent 14% of the division's gross revenues.

Awards

- Member, *Johnson & Johnson's President's Club* (only the Top 2% of 800 national sales reps are selected).
- Sales Rep of the Year 2001. In 2002, finished #2 ranked rep in the country (currently #2 for FY03).
- Received the Sales Excellence Award 2001, 2002 and 2003.

4/98-4/00

Overview

FOREST LABORATORIES, Sales Representative Chicago, IL
Sold drugs to specialist including CNS, Cardiovascular, Pulmonary Cardiologist, Psychiatrist and Allergists. Used strong closing skills and relationships with doctors to sell 5 different pharmaceuticals. Worked with Formulary Committees to achieve formulary status in hospitals.

Results

- Grew territory to 47th out of 311 after starting out at 307th.
- Ranked as high as #1 of 60 regional territories for pulmonary drug, Aerobid.
- Ranked as high as #4 of 60 regional territories overall.

EDUCATION

1996 B.B.A, Marketing, Iowa State University

Ames, IA