

JOHN H. SMITH

P.O. Box 1673 ■ Callahan, FL 32011 ■ (800) 991-5187 ■ info@greatresumesfast.com

MEDICAL DEVICE CONSULTING, SALES & MARKETING

CONSULTATIVE SALES ■ CLINICAL BUSINESS PLANNING ■ CLINICAL PRACTICE GROWTH



Medical device consultant offering verifiable history of sales and marketing excellence in every position in 16-year career. Led medical device consulting team to President's Club in 2008, 2009, and 2011. Repeatedly exceeded quarterly and annual quotas: delivered 215% quota, biggest quarterly finish in organizational history; 125% of quota in 2007; 150% in 2006. Captured regional and national sales rankings and awards.

CLASS I MEDICAL DEVICES ... ORTHOPEDIC IMPLANTS ... MEDICAL TESTING SOLUTIONS

- Consultative Sales
- Territory Sales Management
- Sales Programs & Techniques
- New Business Development
- New Account Acquisition
- Team Recruitment & Training
- Performance Management
- Public Speaking & Sales Training
- Business & Growth Planning
- Product Adoption
- Provider Engagement
- Strategic Marketing

PROFESSIONAL HISTORY

BLUE HILL NEO-TECH, Little Rock, AK
Regional Medical Device Consultant

2006 – Present

Designated to be among 1st Regional Development Managers ever in organization, after demonstrating consistently outstanding sales success offering Ortholine Class I medical devices to general dentists and orthodontists, and innovating Ortholine Production Day (below) to propel sales and individual clinical practice growth. Performs this role concurrently with *District Sales Manager*. Recruits and directly consults, overseeing 15 specialists across 5 states.

- ☑ Elevated district to win President's Club in 2008, 2009, and 2011 by conceptualizing and implementing new sales programs and protocols. Twice named District Manager of the Year.
- ☑ Exceeded individual quota every year, despite absence from individual territory to manage others' performance 30% of the time.
- ☑ Selected to speak at 4 national corporate sales meetings to provide training on Class I medical device discussions with prospective providers and educate specialists on the Ortholine Production Day marketing kit.

District Sales Manager

Joined organization to conduct sales, marketing, and consulting in territory encompassing ~800 clients. Calls on providers to demonstrate the product and outline in custom business plans how adoption will positively impact profitability. Provides training and education; also leads marketing initiatives to drive growth for individual practices.

- ☑ Delivered 275% quota, biggest quarterly finish in organizational history, and generated highest revenue growth twice, among 180 specialists nationally.
- ☑ Exceeded quota 8 out of 10 years with company, having driven 60%+ growth in territory since joining organization.
- ☑ Positioned 3 providers in top 2% of Ortholine submitters, in an organization where raising 2 to top status is extremely rare.

- ☑ Elevated provider from 0 to top 8% status in 5 months. After extended 2-year sales cycle, engaged provider, conducted 2-week preceptorship, and sent clinical team to Ortholine study club.
- ☑ Conceptualized and pioneered Ortholine Production Day, today a corporate protocol, to direct 2-day marketing blitzes in providers' offices, offering premium pricing to existing and new customers.
 - Directed largest Ortholine Production Day, which generated 175 sales.
 - Corporate now requires every specialist to conduct 10 of these Days per quarter.

CRYSTAL HEALTHCARE, Bliss, MO
Sales Consultant

2004

Conducted sales and marketing of orthopedic implants to podiatrists and orthopedic surgeons, with privileges at major hospitals and medical centers across Missouri. Core product was a total hip replacement solution for severe arthritis patients. Trained and educated physicians on instrumentation and supported surgeons with product implementation during surgery in the OR.

- ☑ Increased overall revenue approximately 35%.
- ☑ Closed key sale with University of Missouri for high-profile, high-ticket total hip implant.

HEALTHCARE GROUP, Mountain Ridge, MO
Account Manager

2002 – 2005

Recruited to manage a \$4.5-million portfolio of medical testing solutions, expand revenue from 175 existing accounts, and close new prospects. Employed consultative sales approach, educating primary care physicians on new technologies.

- ☑ Delivered 155% of quota in 2002, and 125% in 2003.
- ☑ Integrally contributed to 40% overall business expansion.
- ☑ Ranked in top 20% of 500 specialists nationally in 2003 and 2004.
- ☑ Named 2005 Account Manager of the Year and Account Manager of the Quarter 4 times.

TELECOM INTERNATIONAL, Chicago, IL
Sales / Account Manager

1998 – 2002

Advanced to managing role directing sales team of 10 product sales specialists, and held senior responsibility for recruitment, assignments, including performance management. Scope primarily encompassed conducting direct sales to 45+ national accounts: identifying retailers, acquiring new accounts, customizing incentives and providing training and education.

- ☑ Finished in top 20% among 200 sales specialists throughout 3 years of employment.
- ☑ Ranked as #1 sales specialist team nationwide for 3 consecutive years.

SHARP, Blue Grass, IL
Marketing & Sales Specialist

1996 – 1998

Sold Sharp printing solutions to national retail accounts, which involved pinpointing new business, expanding existing accounts, providing customer training and education, and delivering an unparalleled customer experience.

- ☑ Led sales division in new business and new revenue during entire tenure.
- ☑ Directly contributed to business growth of 40%.
- ☑ Merited 3 letters of appreciation for outstanding sales achievement.

E DUCATION

BACHELOR OF SCIENCE, Medical Rehabilitation – State University

2000