

## DIRECTOR, CLINICAL RESEARCH OPERATIONS & MEDICAL SCIENCE LIAISON

### Summary

Accomplished and results-driven business development professional offers 18 years of leadership and account management experience as an integral part of fast-paced clinical and sales teams. Strategic thinker and proactive problem solver with expertise in consultative selling and territory sales management solutions.

### Experience

Company Name City , State Director, Clinical Research Operations & Medical Science Liaison 02/2013 to Current

- Manage 30 clinical studies with a revenue stream of \$2M annually.
- Increase site revenue from 30k to 120K mo in first 12 months
- Ranked in top 1% of clinical research sites for patient enrollment in Europe and The United States for Schizophrenia, Bipolar, & Depression studies in 2013 & 2014
- Increased monthly revenue by 300% by implementing aggressive strategic patient recruiting strategies to develop and expand existing southern California customer base.
- Recognized as top generator of patient enrollment in schizophrenic trials, exceeding goals by 200% in 2013 & 2014.
- Reduced organizational operating costs by 45% by streamlining patient recruitment & clinical staff processes saving company 140K in first 24 months
- Physician profitability grew from 17k to 300k for combined studies over 18 months, an increase of 1000%

Company Name City , State Sales/Business Development Director 01/2010 to 05/2013

Provided a full range of services for accelerating businesses in the bio-pharmaceutical, medical device, and energy industries. Engaged in business planning, funding strategies, provided cost-effective, and timely solutions.

- Targeted new long-term business partner prospects and closed 3 deals in 24 months securing \$15M in venture capital.
- Identified, coordinated and participated in client relationship-building activities and meetings.
- Cultivated relationships with key players in private banking, venture capital, and oil/petroleum sectors to create ongoing and mutually beneficial referral systems.
- Established critical alliance with Canadian venture capital partners within 36 month period to fund Bio-Synerg's largest energy investment projected at \$80M.
- Identified prospective customers using lead generating methods and performing an average of 60 cold calls per day.
- company acquired by Canadian private equity group in May 2013
- Recruited by CITrials as Director, Clinical Research Operations in February 2013

Company Name City , State Senior Account Executive 01/2006 to 01/2010

- Managed regions largest territory and performed full sales cycle duties, increasing annual sales by 60%.to \$7M in 2009 106% of quota.
- Recognized as top PD sales generator within RAI chain in region.
- Generated highest sales volume of PD/HD capital equipment in new RAI corporate account in region in 2009
- Recognized as top sales generator with Extraneal solution, increasing sales level by 124% in 2009 alone.
- Peak performer while achieving 100% of quota while producing \$5M in annual sales in 2008
- Achieved #1 position in region for high producing new corporate account 2009.
- Joined Bio-Synergy Partners, LLC as a Business Consultant in January 2010

Company Name City , State Account Executive 09/2003 to 12/2006

Managed all sales of Baxter's portfolio of dialysis products and services through Nephrologists, surgeons, c-suite administrators, hospital purchasing managers, and nursing administrators. Negotiated contracts & strategic pricing involving Renal capital equipment and disposables. Managed resources for educating physicians, nurses, and patients. Facilitated resources for distribution of education and technology materials. Conducted and coordinated presentations to c-suite administrators and physician groups involving patient modeling, outcomes, financial reimbursement. Provided updates and evaluations on industry trends and legislative initiatives involving Chronic Kidney Disease.

- Managed Baxter's largest sales territory (5 states) of dialysis centers & hospitals, and performed full sales cycle duties, increasing annual sales 2.3M an increase of 60%.
- Established dialyzer sales at largest University account in territory increasing overall sales 180%.
- Upsold add-on services to existing customers, generating incremental revenue of \$400k per every 6 months.
- Grew customer base by 70% from 35 to 50 accounts in first 18 months.
- Promoted to Senior Account Executive in San Diego, CA in January 2006
- Ranked in top 1% out of 65 sales representatives in the United States in Extraneal IV solution sales.

Company Name City , State Financial Consultant/Sales Trainer 02/2002 to 09/2003

Delivered informational financial sales presentations to potential investors to build symbiotic client relationships.

- Increased monthly sales by 45% by implementing strategies to develop and expand existing customer base.
- Targeted new long-term business partner prospects and closed 4 new deals in 18 months in the Higher Education industry.
- Maintained an 85% client retention rate by suggesting strategic investment plans based on fixed income, life insurance, and equity investing report evaluations.
- Trained 75 financial sales representatives how to leverage lead generation tools to increase profitability and product placement within their prospective clients financial portfolio
- Recruited by Baxter Healthcare as an Account Executive to run UT territory

Company Name City , State Senior Institutional Healthcare Representative 01/2001 to 02/2002

Products: Tikosyn, Viagra, Norvasc, Lipitor, Diflucan, Zithromax

- Managed a portfolio of six (6) products, which generated \$3M in revenue per 12 months. Achieved 100% of quota on all product
- Surpassed 2001 annual sales quota by 119%.
- Trained territory sales representatives on Pfizer portfolio of products at district and regional meetings.
- Increased Government account base 72% in 12 months to 250K.
- Recognized as top cardiovascular sales generator in Southwest Region, increasing Tikosyn sales by \$400K and exceeding quota by 207% in 2001
- Recruited By World Financial Group to lead Financial Sales Team in Salt Lake City, UT

Company Name City , State Institutional Healthcare Representative 03/1998 to 01/2001

Products: Trovan, Aricept, Zoloff, Diflucan, Zithromax, Celebrex

- Launched and grew Arthritis market from start-up to highest sales volume in Southwest region
- Increased sales to 1.7M in 2000 exceeding quota by 159%
- Produced 1.3M in sales in 1999 exceeding quota by 125%
- Achieved Top 10% government antifungal sales, generating 1.5M
- Led and coordinated the recruitment and training of new sales representatives
- Promoted in August 2000 to Senior Institutional Healthcare Representative due to exceptional leadership skills and exceeding institutional/territory quotas
- Pfizer nationwide realignment, offered the opportunity to relocate to Utah

Company Name City , State Professional Healthcare Representative 09/1996 to 01/1998

Met and exceeded territory sales targets in assigned therapeutic areas by demonstrating a strong understanding of disease states. Communicated technical, scientific, product, disease management information to physicians .

Products: Aricept, Glucotrol XL, Zyrtec, Cardura, Trovan, Diflucan

- Ranked in Top 5% among 45 new hires in the Powers Division
- Recognized as top sales generator, increasing sales of Aricept by 165% in 1996 alone.
- Expanded territory from start-up to \$420K in sales by developing strategic initiatives and formulary acceptance in key accounts (e.g. Tucson Medical Center & VA)
- Received 2 consecutive "Exceeds Expectations" ratings on Manger reviews and promoted to Institutional Healthcare Representative

Education

Masters of Science : Clinical & Counseling Psychology 2012 Capella University , City , State , United States GPA: Summa Cum Laude

Summa Cum Laude

Bachelor of Arts : History 1994 Brigham Young University , City , State , United States

Minor in English

Associate V.P. Student Government

Skills

"Bilingual in Spanish (read, write, and speak)"