

LISA C. ANSORGE

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SALES AND MARKETING EXECUTIVE

Dynamic, creative marketing professional with over 20 years' experience in sales training and product management with Fortune 500 medical device and pharmaceutical companies. Leading all aspects of budgeting, forecasting, reporting, robust decision support and insightful financial analysis. Proven expertise marketing and selling highly technical products / services within distributor networks and government contracts.

CORE COMPETENCIES

Business Development | Client Services | Sales
Marketing | Product Development | Sales Training

PROFESSIONAL EXPERIENCE

NMS Labs | Willow Grove, PA

2015 – 2020

Provider of clinical and forensic laboratory testing services; and testimony for hospitals, universities, law enforcement, attorneys and medical examiners.

Marketing and Client Services Director, Forensics

Oversaw marketing activities for rapidly growing private company with 350 employees and sales of \$650 million. Developed operational, marketing and sales strategy utilizing a cross-functional organization to develop unique lab solutions.

- Grew business from \$43 million to \$65 million in four years, through successful strategic marketing.
- Created new product line that quickly identifies new fentanyl for law enforcement professionals.
- Developed company's DNA services, including partnering with database services company that functions as alternative to national CODIS system, generating \$1.8 million in first year.
- Created digital game utilizing Kahoot! software to attract traffic at regional and national trade shows, increasing booth traffic by 35%.

Danaher | Hatfield, PA

2013 – 2015

Fortune 500 science and technology innovator, designing, manufacturing, and marketing professional, medical, industrial, and commercial products and services.

Product Manager, Intraoral Sensors

Managed team comprised of individuals from six locations that represented operations, marketing, engineering, software development, quality and regulatory divisions.

- Launched four new products in one year, growing \$61 million intraoral sensor product line.
- Reduced inventory in production cell from \$95,000 to \$15,000, as kaizen consultant.

Johnson & Johnson – DePuy Synthes | West Chester, PA

2009 – 2013

Multinational corporate developer of medical devices, pharmaceutical, and consumer packaged goods.

Training Manager, Neurosurgery Division | 2011 – 2013

Product Manager, Craniomaxillofacial Division | 2009 - 2011

Managed field training program including seventeen field trainers, annual and semi-annual meetings, new field trainer selections, and development of training processes.

- Created two-day Challenges in Selling course to teach negotiation skills for use in changing hospital environment including GPO's.
- Developed sessions on personality profiles, emotional intelligence, and territory management into Principles of Selling course, while serving as sole in-house instructor.
- Managed five-day Intermediate Training program consisting of five surgeon lecturers, five cadaveric laboratory sessions as well as didactic and sales skills sessions.
- Designed and implemented global marketing strategy for new and existing thoracic products with combined annual sales of approximately \$10.3 million.
- Coordinated technical product development by interfacing with internal divisions and physician customers.

Stryker | Allendale, NJ 2008 – 2009*Medical technologies corporation.***Global Associate Product Manager, Spine Division**

Provided logistical, educational, and practical support for 380-person global sales force.

- Managed vertebral body replacement product line resulting in 32% growth, to \$8.2 million in 2008.
- Launched PLIF spacer, which contributed \$3.2 million in six months to interbody product portfolio.

Zounds, Inc. | Philadelphia, PA 2007*Provide of revolutionary hearing aid technology.***Account Manager**

Sold hearing devices valued up to \$4,000 to physicians in three suburban Philadelphia counties.

Pfizer, Inc. | Valley Forge, PA 2002 – 2007*Fortune 500 biopharmaceutical company.***Therapeutic Specialty Representative, Neuroscience Division | 2005 – 2007****Healthcare Representative, Neuroscience Division | 2002 - 2005**

Generated average annual revenue of \$8 million between 2002 to 2006.

- Increased product sales by leveraging strong relationships with non-profit organizations, including the National MS Society and the Alzheimer's Association.
- Winner of multiple sales contests.

Eli Lilly & Company | Wilmington, DE 2000 – 2002*Pharmaceutical company developing and manufacturing products for human and animal health.***Pharmaceutical Sales Representative, Alpha Division**

- Ranked within top 20% of 550-member sales force in product portfolio sales.
- Won numerous sales contests by providing excellent results in specific product sales and performance.

EDUCATION & PROFESSIONAL AFFILIATIONS**Master of Business Administration in*****Strategic Management***

Villanova University

Bachelor of Arts in***Healthcare Management***

Muhlenberg College

Healthcare Businesswomen's Association (HBA)

Career Development Advisor, Muhlenberg College

PATENTS

X-Ray Aiming Ring, U.S. Patent D828577 – September 2018

Apparatus & Method for Storing & Displaying Memorabilia, U.S. Patent 9609963 – April 2017

Bitewing Holder, U.S. Patent D751206 – March 2016