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Dynamic Sales Leadership | Market Launch & Development | Disruptive Capital & Technologies

Business Development • Strategic Selling • Forecast Management • C-Level Relations • Healthcare Technology

EXECUTIVE SUMMARY

CORE COMPETENCIES

- Servant Leadership
- Strategic Perspective
- Decisiveness
- Culture Building
- Problem Solver
- Hunter Mentality | Start-Up
- Major Accounts
- Territory Planning
- Capital Pipeline Development
- Robotics | AI | Software
- Data Value Consulting
- Change Advocacy
- Deep Relationships
- Advanced Closer
- Passion | Grit | Tenacity
- Integrity | Trust

Highly accomplished, visionary sales executive with extensive experience in new market launch, business development, capital pipeline, disruptive medical technologies, advanced medical procedures, and robotics in leadership and management roles.

Talented culture builder and problem-solver with proven ability to dynamically lead sales teams in strategic and complex business and selling environments. Strong executive presence, business acumen, and communication skills. Agile and adaptive, decisively responds to unforeseen market dynamics leading organizations through accelerated growth.

Results-Driven Sales Leader & Manager | Healthcare Consulting Expertise

Servant leader with demonstrated expertise in sales team development and performance. Consistently focuses on scaling and implementation of industry-leading sales strategies and advanced closing techniques. Dedicated to streamlining procedures and leading with visionary, innovative strategies. Utilizes powerful interpersonal skills to uncover needs and neutralize conflict at any level inside or outside the organization. Tenacious, resilient, and gritty healthcare consultant devoted to boosting sales and bottom-line profitability with performance-oriented strategies.

PROFESSIONAL EXPERIENCE

INTUITIVE SURGICAL

Sunnyvale, CA

\$50 billion global leader in the field of disruptive, minimally invasive, robotic surgery. Responsible for selling the Da Vinci® Surgical System to greenfield and existing hospitals within assigned territory. Extensive expertise in use of robotics, the ability to build a team of advocates within health systems, strong strategic selling skills, and tenacity to exceed sales objectives on a quarterly basis.

BUSINESS DEVELOPMENT MANAGER – CAPITAL | LEAD ROBOTIC TRAINER

2019 – 2021

- Drove \$8.0MM in new capital sales *in first 14 months*, shattering quota at 444% above plan, yielding dramatically increased clinical demand for robotic technology and driving a comprehensive culture shift on the value of robotic surgical intervention.
- Achieved \$4.1MM in new robotic capital sales in first four months at Tier 1 account, crushing capital quota at 400% above plan by strategically implementing new capital expansion & strategic growth initiatives.
- Created 210% immediate and aggressive increase in total robotic surgical volume at targeted Tier 1 accounts by executing strategic operational improvement & new business growth solutions: completely transforming in first six months flatlined robotic programs previously resistant for years to all prior growth attempts.
- Ranked #2 out of 234 Intuitive reps in Western region in 2020; ranked #8 out of 500+ reps nationally in 2020 by accelerating total robotic surgical volume 373%, YOY in region.

APEX ENERGY SOLUTIONS

Washington

A \$100 million privately owned firm with 500+ employees and a leader in the North American energy market. #1 nationally ranked Apex market, #1 ranked Director of Sales Operations establishing immediate market presence with emerging energy technology. Recruit, hire, train, mentor & dynamically lead over 50+ Apex sales reps. Direct all Apex recruiting, hiring, sales training, and sales operations across Washington state.

EXECUTIVE DIRECTOR OF SALES OPERATIONS

2017 – 2019

- Built \$5.12MM new Apex market rapidly established *in first 15 months* from \$0MM existing revenue, shattering quota at 465% above plan by aggressively implementing new market start-up & strategic growth initiatives.
- Ranked #1 Apex market in company history, breaking ALL previously held records in 2018, generating \$4.4MM in market sales by expertly leveraging winning culture and sales team development strategies.

- Ranked #1 Executive Director generating \$2.6MM in personal sales, exceeding 420% above plan by mastering and applying a new technology, market differentiating, value-based selling approach.
- Aggressively exceeded five-year, \$5.0MM total market revenue goal *in first 15 months* by single-handedly building a culture of “team-first” sales excellence through transformational leadership, sales development training, and winning team sales strategies.

GLOBUS MEDICAL

Audubon, PA

A leading musculoskeletal solutions company driving technological advancements across a suite of products.

SENIOR SPINE MANAGER | LLIF TEAM LEAD

2014 – 2017

- Launched Globus spine market in Seattle, immediately growing from \$0.0MM to \$1.3MM *in first six months* by methodically cannibalizing competitive neurosurgeon procedural volume.
- Aggressively built Globus market from \$0.0MM to \$4.2MM by tactfully implementing strategic selling initiatives; leveraging disruptive technology / strategic surgeon relationships.
- Successfully negotiated first-ever, multi-million-dollar Globus contract with Swedish & UW Medicine by utilizing contract negotiations expertise & maximizing strategic IDN alliances / academic partnerships.
- Crushed clinical quota *in first 12 months* at 176% to plan by rapidly identifying major accounts, surgeon champions, and key stakeholders leading to approval and use of new, disruptive Globus technologies in contracted, competitive accounts.

NUVASIVE SPINE

Seattle, WA

NuVasive, Inc. (NASDAQ: NUVA), the leader in spine technology innovation, focused on transforming spine surgery with minimally disruptive, procedurally integrated solutions.

SPINE SPECIALIST | XLIF TEAM LEAD

2012 – 2014

- Launched and developed \$5.3 million Nuvasive XLIF market by systematically converting competitive business by vision-casting via a consultative approach to improve strategic clinical and financial goals for key surgeon stakeholders.
- Immediately led Nuvasive through accelerated growth, taking \$900K territory to \$3.3MM *in first 12 months* driving XLIF procedural revenue by implementing a disruptive medical technology and value-based selling approach.
- 2013 “Nuvasive Rookie of the Year, NuVasive President’s Club, 2013 Peer Leadership Award.”

UNITED STATES NAVY CARRIER AVIATION | TOP GUN

Global

Ranked Top 1% of US combat aviators worldwide. Top-ranked F/A-18E/F Super Hornet Flight Instructor. Awarded multiple Air & Navy Achievement Medal.

COMMANDER (O-5) | F/A18E/F PILOT | COMBAT FLIGHT INSTRUCTOR

- Ranked Top 10% F/A-18E/F flight instructor in 2008/2009.
- Ranked #1 F/A-18E/F carrier-based landing pilot in 2007.
- Ranked #1 F/A-18E/F flight student, 2000-2003.
- \$500 million annual capital pipeline budget managed that included 40+ F/A-E/F Super Hornets and more than 30,000 flight training hours.
- \$134 million saved over four years by leading capital contract negotiations with defense industry leaders and contract officials for the acquisition of new fighter aircraft.

EDUCATION & CERTIFICATION

Master of Arts, National Security Affairs & Strategic Planning

The Naval Post-Graduate School

Bachelor of Arts, Political Science

Villanova University

TOP GUN Certified Strike Fighter Weapons Pilot & Combat Flight Instructor

U.S. Navy Fighter Weapons School