

# Travis J. Winship

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## EMPLOYMENT HISTORY

### **Pink Cloud Foundation – Founder & Executive Director**

*(January 2019 – Present)*

- Responsible for the planning, direction, operation, strategy, and overall execution of organization's business plan, to becoming the state's top recovery resource for clients and HCP's.
- Responsible for all fundraising, budgeting, forecasting, marketing, social media, branding, community engagement, partnerships, events, and overall public awareness.
- Developed and executed programs to drive HCP, community partner, and public adoption – “Minnesota's go-to resource not only for clients, but the HCP's who care for them, as well.”
- Created market development strategies from ground floor, utilized presentation/influencing skills, and market data analytics to build a partnership network of 100+ Recovery Homes, 50+ Treatment Centers, and 7 State/County Correctional Facilities.
- Trained and educated HCP and public daily on awareness, resources, and programming needs.
- MN Dept. of Human Services *Commissioner's Circle of Excellence Award* Recipient (2023)
- 4x Anthem Award Winner – “Leader of the Year”, Community Outreach, Service, & Innovation
- Appointed by Minnesota Governor to Advisory Council on Opioids, Substance Use & Addiction

### **Sema4, Mount Sinai Genomics, Inc. – Regional Sales Leader (MN, ND, SD, & WI)**

*(June 2021 – August 2022)*

- Responsible for introducing new genetic testing technology (*hereditary cancer & carrier screening*), creating and maintaining new business within a “green pasture” territory with zero previous revenue.
- Grew new business from \$0 to \$1.3M projected annual revenue during first 12 months.
- Accessed and closed multiple local OB/GYN specialists & Infertility KOL's using strong clinical knowledge, consultative sales skills, and established business relationships.
- Lead region of four districts (36 sales reps) in post-COVID Mental Health Awareness initiative for remote workers/field sales employees

### **ThermoFisher Scientific – Health Systems Business Development Manager (MN, IA, ND, & SD)**

*(March 2020 – June 2021)*

- Responsible for driving utilization of diagnostic testing within strategically chosen Health Systems, physician offices & medical groups, while developing customer champions.
- MVP Achievement Award, Ranked #1 in US Sales Ranking, & 138% to Quota (FY2020)
- Nearly 40% Organic New Business Growth (FY2020)
- Selected by Senior Management team as Recruitment & Engagement Leader for company-wide LGBTQ+ Employee Resource Group.
- *100% Virtual Customer Engagement during COVID-19 Pandemic.*

### **Hologic Inc. – Diagnostic Sales Specialist & Strategic Account Manager – (MN, ND, SD, NE, IA, & WI)**

*(October 2017 – March 2020)*

- Responsible for selling, driving usage, and the continuing education of customers for DNA testing to health systems, Labor & Delivery, Maternal Fetal Medicine, and OB/GYN offices.
- Sales Contest Winner (Q1, 2020); Quota Achiever Club Award (FY2019)
- Quota Attainment: 118% to QTD (Q1; 2019), 109% to QTD (Q4; 2018), 128% QTD (Q1; 2018)

### **Roche Molecular Diagnostics – Market Development Manager (MN, ND, SD, IA, & NE)**

*(March 2015 – October 2017)*

- Responsible for selling genetic testing & screening tests to Health Systems, Labs, & OB/GYN's
- Peak Performers Club Award; 62.3% New Business Organic Growth in Territory Sales (FY2016)
- Averaged +5.2% in new business growth per month (FY2015)
- 112% to Quota (FY2016); and 118% to Quota (FY2015)

- Featured Representative in the Roche Diagnostics Global Newsletter. (May Issue; 2016)
- Converted 21 new customer accounts during the first 6 months of employment. (FY2015)
- Received company's 2<sup>nd</sup> highest annual performance review rating. (FY2015)

**Cooper Surgical Inc. – Regional Specialist Manager** (*West Central Region, United States*)

(October 2011 – March 2015)

- Responsible for motivating, leading, and coaching a team of 8 direct reports to drive business and sales objectives for capital equipment and surgical disposables within a 14-state territory.
- Region Ranked #2 in National Stack Rankings (FY2014)
- President's Club Winner; Ranked #3 (FY2013)
- National Representative of the Year; Ranked #1 (FY2012)
- Rookie of the Year

**Medtronic Spine & Biologics – Assoc. Sales Representative** (*Southern California*)

(June 2010 – August 2011)

- Served as complete technical support for entire Medtronic product line to neurosurgeon customers, and operating room staff during surgical procedures.
- Responsible for developing and maintaining surgeon relationships within entire team district.

**Hologic Inc. – Surgical Sales Specialist/Territory Manager** (*MN, ND, SD, IA, MO, KS, NV, AZ, & UT*)

(July 2007 – June 2010)

- Duties include selling capital equipment and disposable surgical devices to area hospitals, surgery centers, and GYN physician offices.
- Ranked #3 of 128 in National Sales Objective Rankings (Q1, 2010)
- Ranked #1 of 128 in National Hysteroscopy Equipment Sales (Q1, 2010)
- Ranked in the Top 15% National Average Unit Price Dollar Growth
- Averaged 114% Quota Attainment per quarter (2008 & 2009)

**Johnson & Johnson – Specialty Sales Representative** (*MN, ND, & SD*)

(March 2003 – July 2007)

- Consistently within the Top 15% in national ranking (2003-2006)
- Selected as Sales Representative of the Year (2004)
- Field Sales Trainer for new employees throughout the Central Region.
- National Rank in Top 3 out of 228 reps during 6-month, new product launch.

**EDUCATION\***

**University of Minnesota – Duluth**  
Bachelor of Business Administration  
Major: Marketing

**Graduated: June 2002**

*\*100% self-funded education*

**SPECIAL ACHIEVEMENTS**

- Member Appointment; Governor's Advisory Council on Opioids, Substance Use, & Addiction
- 2023 Commissioner's Circle of Excellence Award Recipient – Minnesota Dept. of Human Services
- 4 x Anthem Award Winner (*Leader of the Year, Community Outreach, Service, & Innovation*)
- 6 Year Active Singing Member of the Twin Cities Gay Men's Chorus – Tenor II
- Voted Board President – Seville of Uptown HOA– Minneapolis (*2014 – 2019*)
- Upper Midwest Bodybuilding Championship – 1<sup>st</sup> Place & National Qualifier (*March 2014*)
- Gopher State Bodybuilding Classic – 3<sup>rd</sup> Place (*April 2013*)
- ESPN's Fitness America, International, & World Championship – (*November 2009*)

***PERSONAL & PROFESSIONAL REFERENCES AVAILABLE UPON REQUEST***