

Travis J. Winship

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EMPLOYMENT HISTORY

Pink Cloud Foundation – Founder & Executive Director

(January 2019 – Present)

- Responsible for planning, operation, strategy, and overall execution of nonprofit organization's business plan and outreach goals, successfully placing 700+ individuals into recovery housing.
- Responsible for all fundraising, budgeting, forecasting, marketing, social media, branding, community engagement, partnerships, events, and overall public awareness.
- Developed & executed programs to drive HCP, community partners, and public adoption, to become "Minnesota's go-to resource not only for clients, but the Healthcare Providers who care for them." – Program Manager, Hazelden Betty Ford Foundation
- 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 six State/County Correctional Facilities.
- Trained and educated HCP's and Community Partners on awareness, resources, and programming.
- 20+hrs of documented continuing education (CEU's) in co-occurring mental health conditions and substance use disorder (SUD), by NAADAC, the Association for Addiction Professionals (2024)
- Received MN Dept. of Human Services Commissioner's Circle of Excellence Award (2023)
- 4-time Anthem Award Winner – "Leader of the Year", Community Outreach, Service, & Innovation
- Appointed by Minnesota Governor, Tim Walz, to the Governor's Advisory Council on Opioids, Substance Use, & Addiction (Member Seat Appointment – 4-year Term (2023-2027))

Kyros Care – Partner Development Manager (MN)

(January 2023 – April 2023)

HubSpot CRM Experience: 4mo.

- Responsible for growing partnership contracts with Minnesota-based recovery organizations and leaders in the behavior health and substance use disorder (SUD) treatment and healthcare industry.

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

(June 2021 – July 2022)

Salesforce CRM Experience: 1yr

- 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 in first 12 months ***new product launch**
- 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 and field sales employees.

ThermoFisher Scientific – Clinical Sales Consultant - Health Systems (MN, IA, ND, & SD)

(March 2020 – June 2021)

Salesforce CRM Experience: 2yrs

- 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 as Recruitment & Engagement Leader for company-wide LGBTQ+ Employee Resource Group.
- *100% Virtual Customer Engagement Events & Sales Calls during COVID-19 Pandemic.*

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

(October 2017 – March 2020)

Salesforce CRM Experience: 2.5yrs

- 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% QTD (Q1; 2019), 109% QTD (Q4; 2018), 128% QTD (Q1; 2018)

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

(March 2015 – October 2017)

Salesforce CRM Experience: 2yrs

- 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)
- Company acquisition and successful *new product launch* (FY2014)

Cooper Surgical Inc. – Regional Specialist Manager & Territory Manager (Mountain Region, US)

(October 2011 – March 2015)

Salesforce CRM Experience: 4yrs

- 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 #3 in National Stack Rankings (FY2014)
- President's Club Winner; Nationally Ranked #1 (FY2012)
- National Representative of the Year; (FY2012) **new product launch*
- "Rookie of the Year" Award (FY2012)

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) **new product launch*
- Ranked in the Top 15% National Average Unit Price Dollar Growth
- Averaged 114% Quota Attainment per quarter (2008 & 2009)

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

(March 2003 – July 2007)

- Consistently within the Top 15% in national ranking (2003-2006)
- Selected as District Sales Representative of the Year (2004) **new product launch x 2*
- Field Sales Trainer for new employees throughout the Central Region.
- National Rank in Top 3 out of 228 reps during 6-month contest, **new product indication launch.*

EDUCATION*

University of Minnesota – Duluth

Bachelor of Business Administration, **100% self-funded education*

Major: Marketing Graduated: June 2002

Total Salesforce.com CRM Knowledge & Experience: 12+ Years

SPECIAL INTERESTS & RECOGNITIONS

- Member Appointment; MN Governor's Advisory Council on Opioids, Substance Use, & Addiction
- [2023 Commissioner's Circle of Excellence Award Recipient](#) – Minnesota Dept. of Human Services
- 4-time [Anthem Award](#) Winner – "Leader of the Year", *Community Outreach, Service, & Innovation*
- 7-Year Active Singing Member of the Twin Cities Gay Men's Chorus – Tenor II
- Elected as HOA Board President – Seville of Uptown HOA– Minneapolis (2014 – 2019)
- Upper Midwest Bodybuilding Championship – 1st Place & National Qualifier (March 2014)

PERSONAL & PROFESSIONAL REFERENCES AVAILABLE UPON REQUEST