

TRAVIS J. WINSHIP

WORK EXPERIENCE



BACKGROUND

- Minnesota Native
- 8 Years of Managerial Leadership Experience
- 20 yrs. Marketing & Sales Experience
- Minnesota Non-Profit Founder

EDUCATION

University of Minnesota – Duluth

(September 1998 – May 2002)

Bachelor of Administration

Major: Marketing

CONTACT INFORMATION

ADDRESS:

1367 Willow Street, #539
Minneapolis, MN 55403

EMAIL:

twinship227@yahoo.com

PHONE:

612.710.3005

AWARDS

- **MN Commissioner's Circle of Excellence Award Winner (2023)**
- **ANTHEM AWARD - "Program Innovation" (2023)**
- **ANTHEM AWARD - "Leader of the Year" (2022)**
- **ANTHEM AWARD - "Humanitarian Action & Service" (2022)**
- **ANTHEM AWARD - "Best Community Outreach" (2022)**

- **Member Appointment – Minnesota Governor's Advisory Council on Opioids, Substance Use, & Addiction**

(Term: January 2023 – January 2027)

- **Pink Cloud Foundation - Founder & Executive Director**

(December 2018 – PRESENT)

Mission: Pink Cloud Foundation's mission is to provide housing assistance, support services, and other critical resources to those seeking long-term recovery from substance use disorder (SUD).

- Utilized excellent interpersonal and human relations skills to effectively relate and work with a wide variety of stakeholders within the Recovery Community.
- Streamlined services with Recovery Resource Providers
- Identified service limitations & resource gaps.
- Created, developed, & implemented needs-based solutions, using qualitative and quantitative analysis techniques sufficient to collect and analyze program-related information.
- Excellent oral and written communication skills sufficient to lead projects with internal and external partners, present ideas with varying techniques, and effectively apply judgement and discretion with sensitive issues.
 - Developed relationships & built rapport with over 75 Recovery Residence Owners & Partner Organizations.
 - Experienced in navigating and partnering with nearly all MN Substance Abuse Treatment Facilities & Health Systems.
 - Partnership with Minnesota Department of Corrections
 - Partnership with Minnesota Department of Human Services
- Strong organizational and time management skills
- Experience with project management, including leading communication, organization, analysis, and execution of complex projects that adapt to emerging opportunities:
 - *Recovery Housing Program*
 - ≈700 individuals placed into Recovery Homes
 - *Pink Cloud Pets Program (Animal Fostering Service)*
 - MN's First & Only Recovery-based Program for Pets
 - *Pink Cloud Storage Program*
 - *Personal Hygiene Care Kit Program*

ADDITIONAL WORK EXPERIENCE

- **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 12mo.
 - 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.
 - Selected by Senior Management team as Recruitment & Engagement Leader for company-wide LGBTQ+ Employee Resource Group (ERG).
 - *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.
- **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
- **Cooper Surgical Inc. – Regional Specialist Manager** (West Central Region, USA)
(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 Rankings (FY2014)
 - National Representative of the Year; Ranked #1 (FY2012)
 - Rookie of the Year (FY2012)
- **Medtronic Spine & Biologics – Assoc. Sales Representative** (Southern California)
(June 2010 – August 2011)
 - 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.
- **Johnson & Johnson – Specialty Sales Representative** (MN, ND, & SD)
(March 2003 – July 2007)
 - Field Sales Trainer for new employees throughout the Central Region.

VOLUNTEER EXPERIENCE

- HOA Board President – Seville of Uptown
- Elected Position (2015 – 2019)
- Twin Cities Gay Men's Chorus – Singer (Tenor)