

"I have extensive experience in the healthcare industry as a sale executive with several healthcare corporations involving multi-million-dollar hospital system contracts covering a variety of products and services. Areas of responsibility during these negotiations included legal, financial, and operational analysis and implementation. During my fourteen-year tenure with McKesson Medical-Surgical, the country's largest physician office med-surg distributor, I was additionally responsible for forecasting, inventory management, margin management, and pricing analysis. I had P&L responsibility for eighteen sales representatives generating \$58 million a year in annual revenue with \$5 million in expenses. I have an undergraduate B.S. degree in Finance and Economics from the University of North Carolina at Chapel Hill. I obtained the Certified Financial Planner degree and license for financial planning use for myself and family members.

I have strong communication, presentation, strategic and tactical skills. I will provide detail-oriented reviews of the people, processes, and finances ensuring accuracy and accountability of those results to the standards established."

I have also included my resume from my corporate career. Please note I retired in 2020.

Thank you for your time and assistance.

Best regards,

Mitch

MITCHELL L. VARNER

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EXECUTIVE SUMMARY

Healthcare Sales Executive with Broad Experience Grounded in the Business Fundamentals of People, Processes and Products. Strategic Tactician with Multiple Examples of Individual and Team Development, Process Improvement/Implementation and Innovative/Market-Responsive Program Development. Passionate about People, Teamwork and Success.

- Strategic Account Targeting
- C-Suite Presentations/Negotiations
- Results-Based Business Planning
- Cross-Functional/Cross-Divisional Leadership
- Innovative Program Development
- Budgeting and Forecasting
- Coaching and Mentoring
- Performance Development
- Change Management
- Thought Leadership

Market experience in Primary Care, Surgery Centers, Long Term Care, Homecare and Acute Care. Expertise in Capital Equipment, Medical Devices, Pharmaceuticals and Laboratory Products.

PROFESSIONAL EXPERIENCE

VERAX BIOMEDICAL, INC.

2018 to 2020

Area Sales Director – Charlotte, N.C.

Business development and sales leadership role for exclusive rapid platelet test capable of screening for bacterial contamination and extending expiration date up to 7 days. Develop and direct sales strategies in the markets of healthcare systems, blood centers, and hospital blood banks. Enterprise solutions targeted to reduce platelet expiration rates, reduce platelet contamination incident rates, generate financial and clinical savings, and address FDA compliance for day of transfusion testing.

- Responsible for supporting and coordinating sales and distribution efforts through twenty-two Thermo Fisher account executives over a seven state geography (NC, SC, VA, WV, MD, DE, PA).
- Closed first healthcare system placement for Verax Biomedical in the state of West Virginia.

POLYMEDCO CANCER DIAGNOSTICS

2017 to 2018

Regional Sales Director – Charlotte, N.C.

Business development and sales leadership role for market leader in Colorectal Cancer Screening programs utilizing Automated Fecal Immunochemical (FIT) testing and the first FDA-approved blood test (liquid biopsy). Develop and direct sales strategies in the markets of healthcare systems, accountable care organizations, health insurers, reference laboratories, physician networks, and primary care providers. Enterprise solutions providing population health, reimbursement, and performance management benefits of increased cancer screening compliance, reduced late stage cancer diagnosis, increased clinical intervention, revenue generation, and lives saved.

- Partnered with the largest academic healthcare system in North Carolina and the largest academic healthcare system in South Carolina establishing Colorectal Cancer Screening programs utilizing our technology – first healthcare system placements for Polymedco in either states.

MEDICAL STRATEGIC CONSULTING, LLC

2016 to 2017

Principal – Charlotte, N.C.

Business development, sales management and consulting roles in partnership with healthcare providers, manufacturers, and suppliers in the areas of:

- Healthcare Vertical Development
- Strategic Assessment and Planning
- Sales and Market Expansion Campaigns
- Sales Team Performance Management
- Strategic Account Planning and Targeting

Engagements have included the areas of anesthesia MSO services and cloud-based imaging PAC system.

THE REMI GROUP, LLC**Healthcare Sales Director – Charlotte, N.C.****2015 to 2016**

Responsible for the development and leadership of a national healthcare sales effort focused on the growth of Remi's equipment maintenance and asset management programs. Develop and direct new business strategies in multiple healthcare markets - acute care, primary care, surgery centers, urgent cares, CHC, and long term care. Results driven through account/market targeting and development, value-based partnerships, and strategic alliances.

- Developed \$60 million pipeline consisting of hospitals, healthcare systems, surgical hospitals, GPO affiliates and regional GPO networks.
- Launched/managed GPO Purchased Services category program leveraging executive relationships at all corporate levels to identify target opportunities
- Developed/supported targeted segment marketing campaigns with response rates triple company experience/expectations utilizing in-house CRM program.

MCKESSON, INC.**2000 to 2014****Area Sales Manager – Carolinas District, Charlotte, N.C.**

Both sales management and account development responsibility for \$58 million sales region. Hiring, training, coaching, and mentoring for sales staff of 17, promoting medical/surgical supplies, pharmaceuticals, lab equipment and supplies, and capital equipment in the surgery center, integrated delivery network, and physician marketplace. Supply chain management programs/partnerships in the areas of inventory management, product standardization, e-commerce technology, procurement efficiency, with capital financing and leasing options.

- (CAGR) of 9.16%. Growing twice the market rate.
- Mentored/coached 4 individual President's Club Award winners (top 4% of 450 reps) including one direct hire
- Grew company's #1 largest IDN physician network, Carolinas Physician Network, from \$1.5 million to \$12.5 million as lead sales executive responsible for negotiations, contracting, program development, and implementation/monitoring.
- Negotiated/implemented/managed supply chain programs at Mission Health, Wake Forest School of Medicine, Wilmington Health, Spartanburg Regional, Duke University, and others – totaling \$6,000,000+ in sales.
- #1 in capital equipment sales nationally 2008 and 2012. #1 in lab equipment/supply sales nationally in 2011.
- Led Medical-Surgical division's efforts in unique One McKesson proposal development for Duke University consolidating multiple divisional offerings under one RFP proposal.

HILL-ROM, INC.**1995 to 2000****Regional Sales Director – Mid-Atlantic Region –Charlotte, N.C.**

Both direct sales management and P&L responsibility for \$14 million sales team. Hiring, training, coaching, and mentoring for sales staff of 13, promoting capital room furnishings, therapeutic surfaces, and ergonomic devices in long term care environment. Risk and cost management programs/partnerships in the areas of wound care, ergonomics, and room environment with capital financing/leasing options included from the country's #1 provider.

- #1 in nation in performance to plan in 1997 with 127% generating \$12 million revenue and \$8 million in profits, #2 in 1998, #3 in 1999.
- Grew region over three years to \$13,750,000, #1 in total revenue in 1999, averaging 10% growth per year and averaging 115% of plan.
- Signed country's first ergonomic risk management program generating \$750,000 with regional chain.
- Co-Chaired task force that created performance management system including competency profiles, job objectives, job descriptions, performance reviews, and performance plans.

HONORS

Equipment Sales Manager of the Year – McKesson, Inc.	2012
Lab Sales Manager of the Year – McKesson, Inc.	2011
Equipment Sales Manager of the Year – McKesson, Inc.	2008
Regional Sales Director of the Year-National-Hill-Rom, Inc.	1997
Regional Sales Director of the Year-Western Area-Hill-Rom, Inc.	1996

EDUCATION

UNIVERSITY OF NORTH CAROLINA
Chapel Hill, North Carolina
B.S., Business Administration and Economics