

Jonathan A. Zalk

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Chief Commercial Officer / Commercial Growth Leader – Healthcare Services, DME & MedTech

PE-backed operator driving revenue, payer yield, and GTM scale

Accomplished PE-trained healthcare operator who builds and scales **revenue engines**—integrating GTM, payer strategy, and RCM to convert demand into profitable growth. I've authored Value Creation Plans (VCPs) and GTM plans for multiple platforms, professionalizing sales and marketing organizations in regulated, field-service environments. Experience spans multiple private equity portfolio companies. Open to **CCO/CRO/GM** roles.

Core Strengths

- **GTM & Growth Acceleration:** segmentation, coverage models, comp/quotas, enablement
- **Payer & Market Access:** contract strategy, value messaging, reimbursement optimization
- **Sales & KAM Leadership:** field/inside sales build-outs, enterprise deals, training/onboarding
- **RCM & Ops Alignment:** referral-to-setup flow, resupply/adherence, dashboards/KPIs
- **PE Value Creation:** integration, turnaround/scale, hold-period outcomes/MOIC

PROFESSIONAL EXPERIENCE

Chief Revenue Officer — MEDVA, Salt Lake City, UT

Apr – Oct 2025

- Installed unified sales process with quotas/comp by rep; stood up weekly/monthly KPI scorecard and business reviews.
- Built inside-sales foundation (hired manager, topgraded and expanded team) driving highest new leads & customers in first six months.
- Optimized digital acquisition and reallocated spend from low-ROI vendors to improve lead volume & quality.

Chief Commercial Officer — Performance Medical, Kent, WA

2023 – 2025

- Grew revenue almost 20% via training, territory realignment, and comp redesign.
- Secured four payer contracts enabling Texas expansion; prioritized markets by product × payer yield.
- Launched NIV initiative (sales/clinical/RCM) delivering +15% new patients.

Chief Executive Officer and President-JQ MEDICAL, Salt Lake City, UT

2021 – 2023

- Re-engineered ops/RCM tech & flow: reducing cycle time and increasing retention.
- Closed preferred agreements with major payers, health systems, and employers.
- Completed first acquisition and integration; instituted integrated sales + lead gen plan.

Vice President, Sales and Marketing - SOLARA MEDICAL, Chula Vista, CA

2018 – 2020

- Led GTM redesign and RevOps (capacity model, territory realignment).
- Built and led ~50-person national sales team; revenue +65%.
- Outperformed investment expectations and hold time.

Chief Commercial Officer - HARBOR MED TECH, Irvine, CA

2016 – 2018

- Built sales organization. Identified, hired, and trained sales resources for all target customer segments.
- Exceeded annual budget and gained first major customer award in first year of commercialization.

Vice President Marketing - ACELITY/KCI, San Antonio, TX

2013 – 2015

- Conceived and implemented sales redeployment initiative increasing revenue almost 20% in first 12 months.
- Increased revenue by more than 10% in strategic accounts through realignment of sales team.

Vice President Global Marketing - ENOVIS/DJO GLOBAL

2011 – 2013

- Exceeded revenue budget each quarter and first full year in role.
- Launched four new products US and Worldwide, exceeding budget for each.

Vice President Marketing - APRIA HEALTHCARE

2008 – 2011

- Increased new patients YoY exceeding budget.
- Launched new therapy and grew revenue and starts more than 200%.

ADDITIONAL RELEVANT EXPERIENCE

TEVA PHARMACEUTICALS-Director of Oncology Marketing

BRISTOL-MYERS SQUIBB-Director of Oncology Marketing, Senior Product Manager, Sales Representative

GILEAD SCIENCES-Associate Director of Marketing

EDUCATION

B.A Business Economics University of California, Santa Barbara, CA