

# Jon Zalk

Salt Lake City, UT | 415.806.2475 | jonathan.zalk@yahoo.com | linkedin.com/in/jon-zalk-721669

## CHIEF SALES OFFICER | DME, OSA/CPAP & HEALTHCARE GROWTH

### Summary

Commercial growth operator and healthcare services executive with 25 years scaling revenue engines across Medical Device, DME, home-based care, medtech, healthcare distribution, and payer/provider-driven businesses. Deep experience in respiratory/sleep therapy, diabetes/CGM, recurring supply models, referral networks, e-commerce, clinical channels, and reimbursement-sensitive healthcare services. Built repeatable growth engines by aligning sales, marketing, customer success, operations, finance, pricing, and service delivery around profitable growth, retention, and scalable execution. Delivered step-change results, including 65% growth in under two years and 19% YoY growth.

### Core Strengths

- DME + medical supply growth
- CPAP / sleep therapy channels
- Recurring revenue models
- E-commerce + referral networks
- Payer-driven growth strategy
- Sales, marketing + customer success
- Provider + clinical channel growth
- Pricing, margin + contract discipline
- Forecasting, dashboards + KPI cadence
- CRM, pipeline + sales process rigor
- Team buildout + commercial playbooks
- PE-backed value creation

## PROFESSIONAL EXPERIENCE

### Chief Revenue Officer — MEDVA, Salt Lake City, UT

2025

- Led GTM strategy for a healthcare staffing and workforce services platform, building ICP/segmentation, coverage model, pipeline standards, qualification criteria, forecast cadence, and executive account rhythms.
- Repositioned enterprise value proposition around provider capacity, operational throughput, service quality, and economics, strengthening deal quality and executive-level conversion.
- Instituted structured onboarding, adoption, business reviews, and implementation handoffs to improve conversion, retention, expansion, and delivery alignment.
- Developed pricing strategy and investment cases for national expansion, aligning commercial priorities with delivery capacity, margin goals, and leadership visibility.

### Chief Commercial Officer — Performance Home Medical, Kent, WA (Grant Avenue Capital)

2023 – 2025

- Partnered with CEO, sponsor, and Board to define growth strategy for a PE-backed DME/post-acute healthcare services platform across sleep, respiratory, and related service lines.
- Built dashboards and operating cadence across pipeline, forecast, account health, pricing, service delivery, and EBITDA metrics to improve visibility and decision-making.
- Led 26-person commercial organization; redesigned territories, quotas, and cross-sell execution, delivering 19% revenue growth in 12 months while strengthening forecast visibility and margin discipline.
- Developed commercial diligence and integration framework to support sponsor value creation, multi-state expansion, and repeatable market growth.

### President & CEO — JQ MEDICAL, Salt Lake City, UT (Tacoma Holdings)

2021 – 2023

- Led strategy, P&L, and commercial execution for a multi-state diabetes/DME healthcare services platform across provider, health-system, employer, and payer-adjacent channels.
- Negotiated and expanded enterprise agreements with Intermountain/SelectHealth, INTEGRIS, and Hobby Lobby; standardized QBRs to drive measurable revenue growth, retention, and expansion.
- Reengineered intake, documentation, billing, collections, authorization, and order-to-cash workflows, improving retention to 95% and enabling scalable onboarding and geographic expansion.
- Developed M&A commercial integration framework and evaluated expansion opportunities with return thresholds and integration priorities.

- Vice President, Sales and Marketing — SOLARA MEDICAL, Chula Vista, CA (Linden Capital) 2018 – 2020**
- Led GTM implementation for a national diabetes/CGM DME platform, launching field, inside sales, and digital channels across endocrinology, primary care, payer/employer programs, and health-system relationships; increased revenue 65% from \$135M to \$225M.
  - Redesigned commercial model, including capacity planning, territory optimization, multichannel acquisition, customer segmentation, and recurring revenue growth.
  - Owned manufacturer, payer/employer program, health-system, and strategic account relationships, improving share-of-wallet and recurring revenue across key healthcare channels.
  - Partnered tightly with operations/RCM to align growth with documentation quality, payer requirements, onboarding, resupply/retention economics, and margin performance.

- Chief Commercial Officer — HARBOR MED TECH, Irvine, CA 2016 – 2018**
- Built first-generation commercial organization for advanced wound-care device; secured early KOL endorsements, payer coverage, and exceeded first-year revenue targets.
  - Collaborated cross-functionally to translate a technical product offering into a clear value proposition.

- Vice President Strategic Sales and Marketing — ACELITY/KCI, San Antonio, TX (Apax Partners) 2013 – 2015**
- Partnered with global field sales and distributor channels to align positioning, launch programs, and scale an integrated portfolio into hospital and post-acute accounts.
  - Conceived and implemented a sales redeployment initiative that increased revenue 19% in the first 12 months.
  - Realigned strategic account coverage and engagement model, generating 11% revenue growth.

- Vice President Global Marketing — ENOVIS/DJO GLOBAL (Blackstone) 2011 – 2013**
- Exceeded revenue budget each quarter and delivered 108% of annual revenue target in the first full year in role.
  - Led global marketing and launch strategy for four new orthopedic products, each exceeding launch revenue objectives and supporting global sales growth.
  - Worked with a device manufacturer partner on broad commercialization of disruptive orthopedic technology.

- Vice President Marketing — APRIA HEALTHCARE (Blackstone) 2008 – 2011**
- Led marketing and manufacturer relations for multi-billion-dollar national DME/home health platform across respiratory, sleep/CPAP, and enteral nutrition therapies.
  - Increased new patients year-over-year: Enteral +17%, Respiratory +19%, Sleep +6%.
  - Launched a new therapy category and grew revenue and patient starts more than 200%.
  - Gained deep exposure to CPAP/sleep therapy economics, referral pathways, payer requirements, onboarding/compliance, resupply, retention, and service-line profitability.

#### **ADDITIONAL RELEVANT EXPERIENCE**

**TEVA PHARMACEUTICALS — Director of Oncology Marketing**

**BRISTOL-MYERS SQUIBB — Director of Marketing & Business Development, Product Manager, Sales Representative**

**GILEAD SCIENCES — Associate Director of Marketing**

#### **EDUCATION**

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