

Scott M. Ettinger  
Dallas, Texas  
817.680.5857 [hello@scottettinger.com](mailto:hello@scottettinger.com)

## **Professional Summary**

Visionary sales and marketing, executive entrepreneur with over 20 years of leadership in the surgical, medical, and pharmaceutical sectors. Proven track record of driving multimillion-dollar revenue growth, spearheading innovative product strategies, and cultivating high-performance teams. Expertise spans medical device distribution, surgical market expansion, product sales, and strategic partnerships. Adept at leveraging analytics, AI, and account-based marketing to deliver measurable outcomes in competitive healthcare landscapes. Seeking an executive role to accelerate growth for a forward-thinking organization.

## **Professional Experience**

Executive Sales, Marketing, and Business Development Consultant  
September 2020 – Present

- Providing C-level strategic direction for medical product ideation, SME/KOL interaction, surgical sales strategies, and AI-driven health research, enhancing market penetration for clients in med/surg and pharma healthcare ecosystems.
- Leading high-impact sales and marketing initiatives, including a six-month SaaS contract in healthcare asset tracking, delivering strategy and senior-level engagement boosting client engagement.
- Revitalizing underperforming territories as a contracted Regional Sales Manager for two global luxury lighting manufacturers, driving revenue growth through re-engaged representative networks, corporate retreats, and conferences and events.
- Architecting deliverable solutions for fraud risk mitigation, payor analytics, and organizational change, positioning clients for operational excellence and competitive advantage.

TDI Surgical  
Vice President, Sales & Marketing (Equity Ownership)  
January 2016 – March 2020

- Directed sales and marketing for a medical device manufacturer and distributor, overseeing R&D, new product pipelines, and surgical market strategies that expanded hospital system contracts and increased user loyalty.
- Managed 12 field sales managers and junior associates, fostering a high-performance culture that increased market share and revenues of >\$20M through KOL liaison and patient-centered promotion.

- Served as brand ambassador and product specialist, negotiating contracts and delivering training that solidified corporate brand identity and operational success.

#### GED Medical Management

Regional Sales & Marketing Manager, Promoted to VP, Strategic Partnerships

January 2008 – January 2016

- Grew imaging center revenue by 70% over two years through in-network contracts and prescription marketing, managing 6 sales managers and 4 operations reps.
- Pioneered business development for medical device distribution, specialty pharmaceuticals, and hospital surgical facilities, advising clients on negotiation, purchasing, and capital equipment purchase and ROI strategies.
- Built strategic partnerships with over 100 physicians across North Texas, introducing new modalities and launching clinical research programs to drive revenue and innovation.

#### IMC2 (Digital Advertising)

Director of Healthcare Strategy

December 2006 – January 2008

- Led strategy efforts and copy editing for pharmaceutical giants (Eli Lilly, Shire, GSK) and surgical device brands (Johnson & Johnson, Ethicon Endo-Surgery), directing multimillion-dollar DTC/DTP campaigns.
- Achieved a 75%-win rate on business development pitches, securing client agreements and contributing to a Medical Marketing & Media Magazine “Large Pharma Marketing Team of the Year” award for Cymbalta.
- Developed experience maps and audience personas, enhancing creative accuracy and stakeholder influence for brands like Express Scripts and Premier Health Partners.

#### EA Medical

South Surgical Sales Manager (Equity Owner 2003-2006)

September 2001 – December 2006

- Grew regional revenue from startup to >\$10M over four years, earning top sales manager recognition for three consecutive years in surgical device marketing and physician liaison successes.
- Negotiated contracts and implemented a “piggyback” program with pharmaceutical reps, leveraging relationships to accelerate product adoption in orthopedics, sports medicine, otolaryngology, and wound care.

Durable Medical Solutions, Inc.

Texas Sales Manager

January 2000 – December 2006

- Launched contracts with 26 manufacturer partners and managed over 6,000 surgical and DME products, securing in-network agreements with 90+ insurers, including Medicare.
- Delivered consistent quarterly revenue gains for four years, leading 4 sales reps and creating marketing strategies that optimized pricing and promotion.
- Company Employee of the Year 2005 and 2006

AAA Medical & Orthopedics

Service Representative, Promoted to Sales Representative

December 1994 – November 1999

- Managed sales accounts for physicians and surgical facilities, independently sold Physio-Control AEDs and consistently increased post-op DME revenue as a top performer.

## **Education**

Bachelor of Arts, University of Texas, Arlington | 1992 – 1996

University of Texas | 1991-1992