
Erica Renee H. Bunton

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Sales Executive & Account Manager

Client-obsessed healthcare sales strategist, and health tech founder with a proven track record of exceeding goals, and building client relationships. Award-winning documentary filmmaker and fluent Spanish speaker.

SKILLS

- Client Retention Strategy
- Product Demonstrations
- Software as a Service
- Consultative Selling
- Revenue Optimization
- Strategic Planning

WORK EXPERIENCE

Bunton Consulting • 10/2023 - Present

Co-Founder and CEO

- Developed partnerships for B2B product with medical doctors for an AI-driven health wearable app on Google Cloud Platform to improve early risk detection and streamline health data processing for real-time insights.
- Facilitated daily stand-ups and weekly sprint meetings, fostering a culture of continuous improvement and accountability among team members while utilizing Trello.
- Analyzed workflows and assisted in API infrastructure development for a health wearable application and produced planning objectives to create presentations to pitch at hackathons and tech conferences.
- Achieved finalist status in the Techsgiving Pitch Competition, securing a top 4 spot among 150+ startups by delivering a compelling 5-minute pitch on Maternal Health AI, an innovative health tech solution aimed at improving maternal outcomes.

Lizzmore Womenswear • 05/2017 - 12/2023

Founder and Designer

- Spearheaded the creation of an e-commerce brand focused on solving professional women's sweat-stain issues and access to made to measure suits.
- Negotiated and closed complex agreements, driving a 113% surge in website traffic and 45% growth in customer engagement in a 6-month time span.
- Negotiated partnerships with 3 international clothing manufacturers and secured collaboration with a venture-backed tech company, True2Form, leading to improved product quality.

Johnson & Johnson • Washington, DC, USA • 05/2020 - 10/2023

Territory Account Manager

- Launched and integrated technical software into a service for private health practices, targeting chief technology officers, hospital executives, and 86 business owners, resulting in an increase in market share from 35% to 73%, exceeding sales goals.

- Led the negotiation of complex business contracts for B2B products, successfully launching three medical device optical products, surpassing sales goals by 112% and 117% in two consecutive quarters.
- Developed strategic account plans for over 30 doctor-owner practices, employing a consultative selling approach to discern client needs and deliver tailored solutions for independent optometry practices.
- Drove the transformation of technical software into a service, reaching privately owned doctors offices, and hospital stakeholders, leading to a surge in market share from 35% to 73%.

Alliance Family Of Companies • Washington, DC, USA • 01/2018 - 12/2018

Territory Sales Manager

- Negotiated 35 new contracts within 3 months of entering territory by building partnerships, leading to an increase in at-home video ambulatory EEGs, EKGs, and sleep testing services.
- Increased customer compliance by 150% by creating protocols for decision makers like Neurologists, Pediatricians, Pain Management, and Internal Medicine providers for at home testing and medical wearable space.
- Customized sales strategy and resources for C-suite level executives for at-home EEG testing procedures, resulting in 53% revenue growth for territory, up from 32%.

Johnson & Johnson • Washington, DC, USA • 12/2015 - 01/2018

Medical Device Sales Consultant

- Partnered with various departments to streamline order fulfillment process, leading to reduction in delivery time and improved customer experience.
- Drove the successful implementation of sales strategies to launch new products with the buy and bill strategy, resulting in a 120% surge in new product purchases in first 3 months of entering territory.
- Optimized routing plans with data analytics, resulting in more face-to-face client engagements and contributing to 25% growth in market share across the DC metro area.

Takeda Pharmaceutical • Silver Spring, MD, USA • 09/2014 - 11/2015

Pharmaceutical Sales Representative

- Consistently surpassed territory, region, and nation in sales growth for Type 2 diabetes products, Nesina, Kazano, and Oseni. Top 10 performer of the region for the year with over 300 representatives.
- Increased sales growth by 20% and new writers by 7% during the second quarter of launching weight lost medication, Contrave, and exceeded goal by 370%.
- Volunteered as product lead to create weekly updates for my team regarding marketing materials, new business information, and company analysis of sales.

EDUCATION

B.A in Spanish

Universidad Nebrija • Madrid, Spain • 08/2007 - 12/2007

Study Abroad Semester

M.A International Studies

Ohio University • Athens, Ohio, USA

B.A in Mass Media Arts

Clark Atlanta University • Atlanta, Georgia, USA

Minor in Spanish