TIFFINI MITCHELL SPRY

2319 Bonner Bridge Court; Charlotte, NC 28273

803.322.1174 ∙ [tiffini.mitchell@pfizer.com](mailto:tiffini.mitchell@pfizer.com)

CHARACTERISTIC PROFILE

* Demonstrates outstanding: selling skills, technical knowledge**,** ability to learn, business and financial awareness.
* Exemplifies professional impact. Confidence that commands respect/attention while inspiring trust, creates the environment to succeed while demonstrating understanding of values, rules and policies.
* Clear and concise, articulate and persuasive, understanding and understood, good listener
* Self-reliant…Dependable…Thorough…Ambitious…Positive…Competitive
* Experience in the following medical markets: Arthritis, Pain Management, Diabetes, Migraine, Mental Illness, Pulmonary Disease and Alzheimer’s Disease

EDUCATION

* **University of South Carolina,** Professional MBA Graduate (December 2014)
* **Winthrop University,** May 2004 Magna Cum Laude Graduate; B.A. Mass Communication; minor in Business Administration

President’s List (4.0 GPA), Dean’s List (3.5-3.99 GPA) all semesters, 3.8 final GPA

PROFESSIONAL EXPERIENCE

**Pfizer Pharmaceuticals** **January 2010 – present**

**District Sales Representative**

* + - * Promoted to District Sales Representative as a result of exceeding sales performance, displaying a high level of business acumen and leadership ability
* Exceeded 2011 goal with a quota attainment of 122% Celebrex, 104% Lyrica, 108% Spiriva
* Selected to work with the Regional “Leadership Lab” initiative (now WFN) with the goal of increasing the number of qualified female candidates into management roles
* Trained new contract (Publicis) representatives and conducted monthly field rides focusing on development, product knowledge and use of Pfizer systems.
* Appointed assistant to the district manager with the responsibility designing training sessions, contests, peer review sessions and to help mold the team culture
* Selected as national advisory board member for Lyrica and responsible for organizing and rolling out customer and consumer multi-channel platform events
* Received over 40 ACE (Awards Celebrating Excellence) point recognitions for leadership, performance, and sales execution
* Repeat Guest Trainer at Pfizer Headquarters to train new hires and to train on new product acquisitions
* Chosen by State Director to pilot new routing metrics and report back with adoption/rejection of new system (2012)

**Pfizer Pharmaceuticals**

**Professional Healthcare Representative - Columbia, SC** **May 2004 – December 2009**

* Winner of the *Get After It* Award in 2006, 2007 for increasing Celebrex market share
* Exceeded overall sales goals achieving 143.21% of quota in 2006; finished in top 10%
* Ranked#12 in the Southeast Region and #45 in the Eastern United States (out of 425 representatives)
* Winner of the Lyrica sales award for finishing 200.64% of quota in 2006
* Successfully launched two new products, Lyrica and Exubera contributing to district finishing with #1 market share in the nation during Lyrica launch year
* Grew Lyrica market share by 7.8% in a year; exceeding the growth in the Region
* Grew Aricept market share by 1.5% ; exceeding the growth in the region in 2007 more than double that of the Region
* Finished number 1 in initial training class

AWARDS, RECOGNITIONS, ADDITIONAL RESPONSIBILITIES

* *Regional Performance Fund* – for employees who still met/exceeded sales goals during pending layoffs, 2006 (and subsequently won the award 4 other times)
* *Regional Leadership Conference* Aug 2008—selected by peers and management to meet with Regional Manager for a session that focused on best practices, motivation, sales performance
* Continual Product Team Leader at District Plan of Action Meetings
* District Computer Expert and Product Expert– assists teammates in understanding of Pfizer reports, resources and product knowledge to maximize sales
* Regional Speaker Development
* PFAAN committee head for technology, recipient of the W.E. Upjohn award in 2015
* 2013-2015 Responsibility for DoD accounts and member of Regional DoD task force
* Won “Regional Role Play Contest,” March 2008 (selling skills competition)

ACTIVITIES & ORGANIZATIONS

* Board Member for The Free Medical Clinic of Columbia (2012-present)
* Pfizer Colleague Resource Groups: PFAAN and WFN
* *INROADS Charlotte* alumnus and volunteer: INROADS works with talented minority youth and prepares them for corporate and community leadership
* Alpha Kappa Alpha Sorority, Incorporated
* Facilitator of personal branding workshops for college interns
* L.A.W.K. (Ladies Armed with Knowledge) counselor. Worked with disadvantaged, at risk female teens on personal and professional development, community service (4 years)

References: Available Upon Request