

WALLACE CABÁN DEL PILAR

Puerto Rico | Bilingual English / Spanish

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PROFESSIONAL SUMMARY

Specialty pharmaceutical sales and healthcare market development professional with over 20 years of experience driving physician engagement, territory growth, and therapy adoption across Puerto Rico. Proven success introducing innovative therapies within regenerative medicine, chronic care, and surgical environments including robotic-assisted surgery settings (da Vinci). Strong background in Medicare Advantage populations, managed care dynamics, and consultative selling. Recognized for building strategic provider relationships and expanding market presence through education-driven sales strategies.

CORE COMPETENCIES

- Pharmaceutical & Healthcare Sales
 - Physician Engagement & KOL Development
 - Territory Management & Market Expansion
 - Specialty Therapy Introduction
 - Medicare Advantage & Managed Care
 - Clinical Education & Consultative Selling
 - Hospital, Clinic & Community Market Access
 - Account Management & Business Development
 - Team Leadership & Field Coaching
 - Bilingual Communication (English / Spanish)
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PROFESSIONAL EXPERIENCE

AlfMar Consulting

Territory / Market Development Consultant | Puerto Rico | [06/2025 to Present]

- Introduced regenerative medicine and advanced wound care solutions to physicians and healthcare facilities across Puerto Rico
 - Educated surgeons, podiatrists, dermatologists, and wound care specialists on therapy benefits and clinical applications
 - Engaged hospital teams operating within robotic-assisted surgical environments (da Vinci) to identify collaboration opportunities
 - Opened new clinical accounts and strengthened provider relationships
 - Supported reimbursement awareness and therapy adoption within Medicare populations
 - Conducted provider meetings and presentations supporting therapy awareness and clinical acceptance
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Support Plus Medical Supply

Regional Sales Director | Puerto Rico | [04/2010 to 11/ 2019]

- Drove territory growth through commercialization of diabetes monitoring devices and DME solutions
- Built partnerships with endocrinologists, PCPs, pharmacies, and healthcare providers
- Implemented patient engagement strategies improving therapy adherence in Medicare populations
- Expanded market presence and patient volume through relationship-driven sales initiatives
- Collaborated with healthcare teams to support chronic disease management programs

06/2025

Pro Salud Health Plan

Physician Contracting Specialist | Puerto Rico | [12/2008 to 11/ 2010]

- Recruited and contracted physicians supporting provider network expansion
- Collaborated with clinical and administrative teams to assess population needs and provider coverage gaps
- Strengthened provider relationships and gained insight into payer dynamics and healthcare access pathways
- Supported network growth initiatives improving access to care

MMM Healthcare

Team Leader – Medicare Advantage Sales Agents | Puerto Rico | [10/ 2003 to 2008]

- Led and coached field sales agents achieving enrollment and retention goals
- Conducted training on CMS compliance, product positioning, and consultative selling strategies
- Coordinated community outreach and health education initiatives targeting Medicare populations
- Strengthened physician referral relationships and community partnerships
- Developed strategies to improve member engagement and retention

EDUCATION

Bachelor's Degree Business Administration with 2 Minors Marketing and Biology
Universidad Interamericana de Cupey

ADDITIONAL STRENGTHS

- Established physician and healthcare network across Puerto Rico
- Experience in regenerative medicine, chronic care, and surgical markets
- Knowledge of Medicare Advantage, managed care, and patient engagement strategies
- Strong presentation, relationship-building, and territory development skills

- Consultative sales approach focused on clinical and patient outcomes
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PROFESSIONAL PROFILE HIGHLIGHTS

- ✓ Strong physician engagement and education background
- ✓ Experience introducing innovative therapies and technologies
- ✓ Market development expertise across hospital and community settings
- ✓ Leadership experience in regulated healthcare environments
- ✓ Deep understanding of Medicare Advantage populations