

CLIENT NAME

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PIONEERING SALES EXECUTIVE & GROWTH STRATEGIST

Transforming startups with meaningful missions into profitable business enterprises.

An entrepreneur and C-suite leader, playing a pivotal role in shaping vision and strategic direction for innovators within healthcare and medical device industries. Crafts a well-balanced approach to deliver sustained profitability through regional, national and global distributor networks. Instrumental in driving an organization's growth and success by leveraging industry relationships and the ability to attract and retain high-performing sales talent. Ensures commercial and exit strategies are both agile and responsive to marketplace dynamics.

CAREER HIGHLIGHTS & ACCOMPLISHMENTS:

- Built a (PRODUCT) distributorship from zero to \$36M, later acquired by a manufacturing partner in a lucrative sale.
- Tripled topline revenue for (TYPE) training business, leading to an exit at four times the original purchase price.
- Held \$100 P&L accountability and delivered annual revenue impact of \$20M during second tenure with COMPANY.
- Stabilized and expanded teams for distributor, NAME OF COMPANY, enabling a smooth transition during merger.
- Ensured global commercialization efforts for a revolutionary SaaS platform enhancing patient outcomes.

AREAS OF EXPERTISE

Strategic Planning | Leadership

Budgeting | Forecasting | P&L

Digital Health | Health Tech

Revenue Growth

Market Positioning

Sales | Business Development

Team Building | Training

Transformation | Change

Manufacturing | Distribution

Buy | Build | Sell

Product Innovation | Launch

Commercialization

Negotiations | Pricing

Startups | Growth Stage

Regulatory Compliance

PROFESSIONAL EXPERIENCE

CEO | PRESIDENT • NAME OF COMPANY (2018 – 2021)

- Recruited to master critical components of regulatory compliance, capital fundraising and managing relationships with an astute Board of Directors—all with the core mission of taking science projects to commercial entities.
- Spearheaded commercialization strategy for an industry-leading SaaS platform, navigating the company through the global pandemic and establishing the foundation for an IPO purchase by Aclarion in 2022.
- Led development of diagnostic report with lasting commercial impact, presenting complex medical diagnostics in an accessible and patient-friendly manner with enhancing diagnostic capabilities for providers.
- Devised a compliant FDA approval strategy, partnered with CROs in site and partner selection, and ensured compliance for global commercialization efforts, navigating complex international regulatory landscapes.

VICE PRESIDENT OF SALES • NAME OF COMPANY (2016 – 2018)

WESTERN SALES DIRECTOR • NAME OF COMPANY (2001 – 2006)

- Partnered with leadership when the company was a startup (PRODUCT) company in 2001, exercising a multi-faceted approach for strategic expansion and grooming a new salesforce to skyrocket revenue from zero to \$30M in five years.
- Developed broad customer relationships throughout Southern California and Hawaii to position the organization as an exclusive distributor throughout the region, then later absorbing prevalent San Diego and Hawaii territories.

- Identified key opinion leaders to build trust and credibility around a new medical procedure, securing individuals with strong stage presence, resident and fellowship Influence, and a history of excellent clinical results to drive adoption.
- Returned to the company in 2016 as Western VP of Sales, overseeing team of 90 direct and indirect reports. As a member of the Exec. Leadership Council, contributed to growth strategy and identification of market opportunities.
- Carried accountability for \$100M P&L budget and was instrumental in delivering annual revenue impact of \$15 to \$20M during tenure. Notable sale increase from the prior year: \$4.5M in 2016 and \$2M in 2017.

START-UPS & ENTREPRENEURIAL VENTURES

MANAGING PARTNER • NAME OF COMPANY (2022 – Present)

- Orchestrate all business functions for a distribution partner and provider of a post-operative wound care platform offering new revenue streams to orthopedic and neurosurgical clinics.
- Sourced and directed team of 10 independent sales associates, growing account base from zero to 25 nationwide in five months—a revenue opportunity of up to \$9M in annualized sales for 2024.

PRINCIPAL • NAME OF COMPNAY (2020 – 2023)

- Brought in to lead transformation and turnaround for COMPANY's exclusive distributor, Name of Company.
- Stabilized and expanded teams throughout the Western US and Hawaii. Partnered with leadership teams on rebuilding effort, holding P&L accountability and leading initiatives to grow market share.
- Transitioned the COMPANY team back into NAME during the company's merger with NEW COMPANY, Inc.

MANAGING PARTNER • NAME OF COMPANY (2013 – 2023)

- Diversified sales channels for this clinical training equipment company from an exclusive mail-order strategy to include direct and indirect approaches worldwide while expanding product portfolio from 100 to 500 SKUs.
- Negotiated exclusive agreement with complementary product manufacturer, contributing to top-line revenue growth from \$1.5M to \$5M with over 80% gross margins.
- Record sales performance led to an acquisition that valued the business at 5.5x times its EBITDA.

PRINCIPAL • NAME OF COMPANY (2005 – 2016)

- Founded, built and incorporated the company in 2005 as a sole distributor for COMPANY, growing revenue from \$1M to \$36M before selling in 2016 for a profit.
- Received numerous awards and recognitions which included Rainmaker Sales Excellence Awards, Quota Buster Awards and Chairman's Club awards.
- Invited to join the company's senior leadership team as Western VP of Sales in 2016 based on 11 years of achieving exponential growth for the global organization.

EDUCATION | COMMUNITY

Bachelor of Science (BS), Business Administration, University of STATE
(Scholastic Honorable Mention)

Executive Leadership MBA Course, School of Business, University of STATE

Behavioral Leadership, The Ken Blanchard Companies

Board Memberships: Company, Company and Company Senior Leadership Committee

Volunteering | Donations: Local Baseball Team, Belize Home Build Project, YMCA