

DAVID M. PEEK

Decatur, Alabama | 256-466-0268 | dpeekjrmckesson@gmail.com

HEALTHCARE STRATEGIC ACCOUNTS | AMBULATORY SURGERY CENTERS | MEDICAL SALES

PROFESSIONAL SUMMARY

Healthcare strategic account professional with more than two decades of experience serving physician practices and ambulatory surgery centers throughout North Alabama. Long term McKesson Medical Surgical Account Executive managing more than \$4 million in annual sales and more than \$1 million in gross profit across approximately 60 to 70 customer accounts. Deep experience across ambulatory surgery center operations, physician office products, medical and surgical supplies, operating room equipment, laboratory systems, diagnostic products, inventory management, GPO relationships, strategic pricing, and complex healthcare contracting.

Work directly with CEOs, CFOs, physicians, materials managers, practice leaders, and surgery center administrators to identify clinical, operational, and financial needs. Experienced helping healthcare customers increase revenue through new procedures, diagnostic capabilities, laboratory testing, and equipment while also reducing costs through specialized pricing, product alternatives, inventory management, and waste reduction. Recognized internally for specialized ambulatory surgery center knowledge and has served as a surgery center specialist for multiple sales teams.

CORE COMPETENCIES

Healthcare Strategic Accounts	Laboratory Products
Ambulatory Surgery Centers	Laboratory Equipment
Physician Practices	Inventory Management
Medical Sales	Healthcare Technology
Surgical Sales	Customer Revenue Development
Healthcare Business Development	Account Expansion
Strategic Account Management	Executive Healthcare Relationships
GPO Relationships	Consultative Selling
Healthcare Contracting	Capital Equipment
Strategic Pricing	Business Reviews
Medical Equipment	Contract Renewals
Surgical Equipment	Product Implementation
Operating Room Products	Sales Training
Diagnostics	

HEALTHCARE SALES IMPACT

- Manage more than \$4 million in annual sales and more than \$1 million in gross profit.
- Built North Alabama territory from approximately \$800,000 to more than \$4 million.
- Manage approximately 60 to 70 physician and ambulatory surgery center accounts.
- Typically achieve approximately 100 to 105 percent of quota.
- Ranked as high as approximately 70th among more than 1,000 Account Executives.
- Grew multiple healthcare customers from approximately \$50,000 to \$60,000 annually into six figure accounts.
- Helped healthcare clients generate hundreds of thousands of dollars in additional revenue by adding laboratory testing, equipment, diagnostics, and new procedures.
- Negotiate and support healthcare agreements valued at approximately \$300,000 to \$500,000.
- Successfully recovered an approximately \$1 million strategic healthcare account after previously losing the relationship.
- Served as surgery center specialist for two different sales teams.

PROFESSIONAL EXPERIENCE

MCKESSON MEDICAL SURGICAL

Account Executive | North Alabama | 2003–Present

Manage strategic relationships with physician practices and ambulatory surgery centers across North Alabama. Provide comprehensive medical, surgical, laboratory, diagnostic, equipment, inventory, pricing, and contract solutions while serving as a long term business resource to healthcare executives and operational decision makers.

Strategic Healthcare Accounts

- Manage approximately 60 to 70 physician and ambulatory surgery center relationships producing more than \$4 million in annual sales and more than \$1 million in gross profit.
- Built territory revenue from approximately \$800,000 to more than \$4 million through new account development and strategic expansion of existing healthcare customers.
- Work directly with CEOs, CFOs, physicians, materials managers, administrators, and practice leadership.
- Develop long term account strategies that combine supply purchasing, equipment, diagnostics, technology, pricing, inventory management, and business development.
- Balance approximately 40 percent new business activity with 60 percent existing customer growth.
- Grew multiple accounts from approximately \$50,000 to \$60,000 annually into well over six figures.

Ambulatory Surgery Center Expertise

- Maintain extensive experience supporting ambulatory surgery center customers.
- Sell across the full surgery center operating environment, from disposable supplies through operating room equipment and diagnostic products.
- Understand the purchasing priorities of surgery center executives, physicians, materials managers, and administrators.
- Served as surgery center specialist for two different sales teams.
- Selected to speak and provide expertise on specialized surgery center markets and products.
- Provide surgery center sales training and product knowledge to other Account Executives.
- Helped train a newer representative who subsequently secured one of the largest surgery center accounts in his territory.

Laboratory And Diagnostic Solutions

- Sell and support laboratory equipment, diagnostic systems, laboratory information systems, testing products, and related technologies.
- Experience with Abbott diagnostic products and Beckman Coulter solutions.
- Evaluate testing volume and customer workflow to determine whether customers need larger equipment, smaller equipment, additional capacity, or equipment consolidation.
- Help physician practices identify opportunities to expand laboratory testing capabilities and create additional revenue.
- Participate in approximately 15 to 20 significant equipment, technology, or workflow implementations.
- Support customers beyond the initial sale as they adopt new equipment and operational processes.

Customer Revenue Development

- Help physician practices identify procedures and services capable of generating additional revenue.
- Helped numerous accounts generate hundreds of thousands of dollars in incremental revenue through new laboratory testing and surgical or diagnostic procedures.
- Identify opportunities for customers to appropriately perform procedures within physician offices rather than referring those services to hospitals.
- Evaluate insurance reimbursement when determining whether new equipment, testing, or procedure capabilities make financial sense for a customer.

- Connect medical product recommendations with the customer's broader business and financial objectives.

Contracting, Pricing And GPO Experience

- Negotiate customer pricing directly.
- Coordinate contractual terms with internal McKesson departments.
- Manage internal purchase agreements.
- Develop specialized local pricing for individual healthcare accounts.
- Work with Group Purchasing Organizations.
- Support agreements valued at approximately \$300,000 to \$500,000.
- Participate in renewals and expansion of existing agreements.
- Develop large healthcare pricing quotations and conduct account business reviews.
- Balance competitive pricing, customer needs, corporate requirements, and account profitability.

Inventory And Cost Management

- Implement McKesson SupplyManager and other inventory approaches to improve customer ordering and supply management.
- Help customers reduce waste and unnecessary purchasing.
- Identify lower cost products capable of providing equivalent medical quality when appropriate.
- Help customers access specialized contract pricing.
- Evaluate supply usage and purchasing behavior to identify opportunities for greater efficiency.

Account Retention And Recovery

- Develop long term relationships designed to extend well beyond individual transactions.
- Maintain regular weekly or biweekly interaction with key healthcare accounts.
- Successfully recovered a strategically important account worth approximately \$1 million after the business had been lost.
- Rebuilt the relationship over time, ultimately winning the customer back.

Product And Market Experience

Ambulatory Surgery Center Products
 Operating Room Equipment
 Medical Disposables
 Surgical Supplies
 Physician Office Products
 Capital Equipment
 Laboratory Equipment
 Diagnostic Products

Cardiovascular Equipment
 Abbott Diagnostics
 Beckman Coulter
 Laboratory Information Systems
 McKesson SupplyManager
 Inventory Management Systems
 GPO Pricing and Contracts

TECHNOLOGY

Salesforce

Power BI

Microsoft Excel

Microsoft PowerPoint

Microsoft Word

Microsoft Outlook

Microsoft Teams

McKesson SupplyManager

Laboratory Information Systems

EDUCATION

SPRING HILL COLLEGE

Bachelor of Science, Finance / Economics

2000