

DAVID M. PEEK

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SENIOR SALES | STRATEGIC ACCOUNTS | KEY ACCOUNT GROWTH

PROFESSIONAL SUMMARY

Senior sales and strategic account professional with more than two decades of experience building, managing, and expanding high value customer relationships. Proven record of growing a North Alabama territory from approximately \$800,000 to more than \$4 million in annual sales while generating more than \$1 million in gross profit. Consistently performs at approximately 100 to 105 percent of quota and has ranked as high as 70th among more than 1,000 Account Executives.

Experienced managing complex sales involving executive decision makers, strategic pricing, contract negotiations, equipment and technology solutions, new account acquisition, customer retention, and expansion of established accounts. Known for developing trusted relationships, understanding the difference between what a customer initially requests and what the customer actually needs, and recommending solutions that improve both business performance and long term account value.

CORE COMPETENCIES

Strategic Account Management	Account Expansion
Senior Account Development	Customer Retention
Complex B2B Sales	Account Recovery
New Business Acquisition	Solution Selling
Revenue Growth	Business Reviews
Gross Profit Generation	Sales Forecasting
Territory Development	Pipeline Management
Executive Relationship Management	Cross Functional Collaboration
Consultative Selling	Salesforce
Contract Negotiation	Power BI
Strategic Pricing	

SELECTED CAREER IMPACT

- Grew annual territory sales from approximately \$800,000 to more than \$4 million.
- Generate more than \$1 million in annual gross profit across a portfolio of approximately 60 to 70 customer 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 customers from approximately \$50,000 to \$60,000 in annual purchases into six figure accounts.

- Developed new business throughout the territory while simultaneously expanding established relationships.
- Helped clients generate hundreds of thousands of dollars in additional revenue by adding laboratory testing capabilities, new equipment, and procedures that could be performed within physician offices.
- Negotiate and manage pricing and agreements valued at approximately \$300,000 to \$500,000.
- Successfully recovered a strategically important account worth approximately \$1 million after the business had been lost, rebuilding the relationship over time and winning the customer back.

PROFESSIONAL EXPERIENCE

MCKESSON MEDICAL SURGICAL

Account Executive | North Alabama | 2003–Present

Manage a high value sales territory serving physician practices and ambulatory surgery centers throughout North Alabama. Responsible for new business acquisition, strategic account growth, customer retention, pricing, contracts, business reviews, equipment and solution sales, and long term executive relationships.

- Manage approximately 60 to 70 customer accounts generating more than \$4 million in annual sales and more than \$1 million in gross profit.
- Built territory sales from approximately \$800,000 to more than \$4 million through new account acquisition, strategic customer expansion, product penetration, and long term relationship development.
- Typically achieve approximately 100 to 105 percent of quota and have ranked as high as 70th among more than 1,000 Account Executives.
- Work directly with CEOs, CFOs, physicians, materials managers, practice leaders, surgery center administrators, and other senior decision makers.
- Develop new customer relationships while strategically expanding established accounts, with approximately 40 percent of sales activity focused on new business and 60 percent focused on existing account growth.
- Grew multiple accounts from approximately \$50,000 to \$60,000 annually into six figure relationships through equipment sales, diagnostic capabilities, new procedures, laboratory services, and expanded product utilization.
- Help customers identify revenue generating opportunities by evaluating their business needs and introducing products, equipment, and services capable of expanding patient services.
- Helped numerous customers generate hundreds of thousands of dollars in additional revenue through new laboratory testing and surgical or diagnostic capabilities.
- Evaluate customer needs, volume, reimbursement considerations, workflow, and financial objectives before recommending equipment or technology solutions.
- Negotiate customer pricing directly and coordinate contractual terms with internal teams.
- Manage internal purchase agreements, specialized pricing arrangements, Group Purchasing Organization relationships, renewals, and account expansions.

- Support agreements and commercial relationships valued at approximately \$300,000 to \$500,000.
- Develop large pricing quotations and conduct business reviews designed to strengthen relationships, improve customer outcomes, and identify additional revenue opportunities.
- Help customers reduce operating costs through contract pricing, equivalent lower cost products, improved inventory practices, and waste reduction.
- Successfully regained a major account worth approximately \$1 million after the business had been lost by rebuilding the customer relationship over time.
- Maintain recurring customer relationships involving regular weekly or biweekly sales activity and continuous account development.
- Earned performance recognition including Mid South Producers Trip qualification by remaining at or above 100 percent of goal each quarter.
- Earned recognition through McKesson's DRIVE Program for achieving targeted product sales objectives.
- Selected to share expertise related to specialized surgery center markets and products.
- Serve as a trusted resource for colleagues seeking product knowledge, account strategy, and selling guidance.

PRODUCT AND SOLUTION EXPERIENCE

Extensive experience selling products and solutions across the complete operating environment of physician offices and ambulatory surgery centers, including:

Medical and surgical supplies
 Operating room equipment
 Laboratory equipment
 Diagnostic products
 Cardiovascular equipment
 Capital equipment

Inventory management solutions
 Laboratory information systems
 Abbott diagnostic products
 Beckman Coulter products
 McKesson SupplyManager
 Medical disposables and consumables

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