

DAVID M. PEEK

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SALES LEADERSHIP | REVENUE GROWTH | STRATEGIC ACCOUNT DEVELOPMENT

PROFESSIONAL SUMMARY

Senior sales professional bringing approximately 24 years of experience in revenue generation, territory development, strategic accounts, customer acquisition, sales strategy, and peer leadership. Built a North Alabama sales territory from approximately \$800,000 to more than \$4 million annually while generating more than \$1 million in gross profit and typically achieving approximately 100 to 105 percent of quota.

Recognized internally as an experienced resource for sales strategy, product knowledge, and the ambulatory surgery center market. Experienced training and onboarding approximately 6 to 8 sales representatives, participating in sales team roundtables, mentoring newer Account Executives, supporting territory strategy, and providing leadership through influence rather than formal authority.

Known for a leadership style built around quiet strength, credibility, consistency, and helping others succeed. Combines firsthand revenue ownership with an understanding of pipeline management, sales funnels, customer economics, forecasting, account strategy, and the daily realities of developing and maintaining high performing territories.

CORE LEADERSHIP COMPETENCIES

Sales Leadership	Sales Funnels
Revenue Ownership	Account Strategy
Territory Strategy	Revenue Growth
Strategic Account Management	Gross Profit Management
Sales Team Development	Market Specialization
Peer Leadership	Surgery Center Sales
Representative Training	Executive Relationships
Coaching and Mentoring	Consultative Selling
Leadership Through Influence	Performance Management Through Influence
Business Development	Cross Functional Leadership
Pipeline Management	Business Reviews
Sales Forecasting	Product Training

SELECTED LEADERSHIP AND PERFORMANCE HIGHLIGHTS

- Built territory sales from approximately \$800,000 to more than \$4 million annually.
- Generate more than \$1 million in gross profit across approximately 60 to 70 accounts.
- Typically achieve approximately 100 to 105 percent of quota.
- Ranked as high as approximately 70th among more than 1,000 Account Executives.
- Trained or helped onboard approximately 6 to 8 sales representatives.
- Serve as an informal resource for newer representatives seeking product knowledge and selling advice.
- Served as surgery center specialist for two different sales teams.
- Participate in sales team roundtables and contribute market knowledge, selling experience, and account strategy.

- Selected to speak and provide expertise regarding specialized surgery center markets and products.
- Helped develop a newer representative whose surgery center training contributed to winning one of the largest accounts in his territory.
- Assumed greater informal leadership responsibility during periods of inconsistent formal management, working with peers to maintain direction, solve problems, and support team performance.

PROFESSIONAL EXPERIENCE

MCKESSON MEDICAL SURGICAL

Account Executive | North Alabama | 2003–Present

Manage a multimillion dollar North Alabama sales territory while providing experienced peer leadership, market expertise, representative training, account strategy, and sales guidance across the organization.

Revenue And Territory Leadership

- Built territory sales from approximately \$800,000 to more than \$4 million annually.
- Manage approximately 60 to 70 customer relationships generating more than \$1 million in annual gross profit.
- Typically achieve approximately 100 to 105 percent of quota.
- Ranked as high as approximately 70th among more than 1,000 Account Executives.
- Maintain responsibility for both new customer acquisition and established account expansion.
- Develop account strategies designed to increase product penetration, revenue, customer retention, and long term profitability.
- Use sales funnels and pipeline information to evaluate future revenue opportunities.
- Monitor reimbursement changes and customer financial conditions to anticipate future purchasing behavior and territory revenue.
- Participate in business reviews, pricing strategy, large quotations, and contract discussions.

Sales Training And Representative Development

- Trained and supported approximately 6 to 8 new sales representatives throughout career.
- Train newer representatives on McKesson ordering systems.
- Provide coaching and guidance in sales fundamentals, cold calling, quoting, customer follow up, product knowledge, and account development.
- Serve as a resource to newer Account Executives seeking advice on selling strategy and customer situations.
- Provide specialized surgery center training and market guidance.
- Mentored a newer representative in surgery center sales who later secured one of the largest surgery center accounts in his territory.
- Focus leadership on practical knowledge transfer, confidence building, customer understanding, and helping representatives develop their own successful sales approach.

Leadership Through Influence

- Provide leadership without relying on formal direct report authority.
- Participate in sales team roundtables and collaborative discussions.
- Help peers navigate product, customer, and market challenges.
- Served as surgery center specialist for two sales teams.

- Selected to share specialized market and product knowledge with other representatives.
- Assumed increased informal leadership responsibility during periods in which the team lacked consistent formal leadership.
- Collaborate with peers to maintain accountability, solve customer problems, and support collective sales performance.
- Lead customer meetings, business reviews, product discussions, pricing conversations, and account planning efforts.

Market And Account Strategy

- Work directly with CEOs, CFOs, physicians, materials managers, and healthcare administrators.
- Help determine where customer and market conditions create opportunities for new products, equipment, procedures, or expanded services.
- Evaluate reimbursement, volume, workflow, and customer economics when developing account strategy.
- Balance new business generation with expansion of established customers.
- Grew multiple accounts from approximately \$50,000 to \$60,000 annually into six figure relationships.
- Helped numerous customers create hundreds of thousands of dollars in additional revenue through laboratory testing, equipment, diagnostics, and new procedure capabilities.
- Successfully recovered an approximately \$1 million account after losing the relationship, demonstrating persistence, relationship rebuilding, and long term strategic account management.

TECHNOLOGY

Salesforce

Power BI

Microsoft Excel

Microsoft PowerPoint

Microsoft Word

Microsoft Outlook

Microsoft Teams

McKesson SupplyManager

EDUCATION

SPRING HILL COLLEGE

Bachelor of Science, Finance / Economics

2000