**`Business Development Professional**

*Field of Preference: Sales / Marketing*

**Summary**

* Accomplished and results-driven sales professional offering over twenty years of experience in directing all facets of sales and business development, including building new customers and maintaining an existing base.
* Twenty plus years of selling non-tangible service contract products, based on personal credibility, customer trust, mutual respect combined with personal and business ethics that lead to long term relationships.
* Armed with a proven track record of success in developing and executing strategic projects while ensuring delivery within budget and timeframe.
* Adept at conceptualizing strategies to improve sales efficiencies and strengthen overall new business approaches. `
* Known for exceptional skills in tradeshow representation and multi-state territory management to deliver peak performance toward attainment of a common goal.
* Equipped with outstanding communication and leadership skills, combined with great work ethic plus a commitment to excellence.
* Eight years of clinical experience running the interventional neuro-radiology angiography lab with responsibilities to teach and mentor the new residents and fellows in the program.
* Experience selling to the following specialists; Radiologists, Interventional vascular/neuro, Orthopedic surgeons, Urologists, Interventional cardiologists, Neurosurgeons, Oncologists, Radiation Oncologists, ENT, Neurologists

**Experience Highlights**

**New service contract development**

* New 36 month service contracts with Philips multi-vendor service and Zetta Medical; over 2 million per year
* New 36 month service contract with AMITA Health (Formerly Adventist Health) and Zetta Medical 375,000 per year
* New 36 month service contract with FHN (Freeport Memorial Hospital) and Zetta Medical 161,000 per year
* Advocate Healthcare, Illinois Bone & Joint Institute, Weiss Memorial Hospital, Crothall Facilities Management, Inc., Mount Sinai Medical Center, Tenet Health, Philips Multi-vendor, AMITA Health, FHN
* Sold 1.2 million in service first 16 months with Zetta Medical Technologies
* Achieved 15% or more growth for Zetta in 2016

**Increased service contract revenues**

* Increased service contract revenues 15 percent from 1997 to 2000 --Acceletronics, Inc.
* Over 1 million in sales fiscal year 1995 –Toshiba America Medical Systems, Inc.
* Increased installed base to 3.5 million, up from under 2 million –Toshiba America Medical Systems, Inc.

**Top salesperson**

* Top sales manager third quarter, out of 12 managers-- R Squared Scan Systems, Inc.
* Won two full service contracts at Rush Presbyterian Medical Center, Chicago -- R Squared Scan Systems, Inc.
* Consistent record of sales leadership during 12 years at Genesis: $1.8 million (2012); $3.3 million (2011); $ 2.25 million (2010); $ 2.21 million (2009); $ 2.86 million (2008); $ 2.35 million (2007); $ 6.18 million (2006); $ 5.72 million (2005); $ 5.79 million (2004); $ 3.02 million (2003); $ 2.35 million (2002); $ 1.02 million (2001); $336k (2000, 8 months).

**Experience Details**

**Regional Manager** 2013 – Present

Zetta Medical Technologies, LLC – Lake Zurich, IL

* Territory: Illinois, Wisconsin, Minnesota, Missouri, Iowa, Nebraska, Kansas, North and South Dakota. Zetta Medical Technologies is moving into the next phase of growth through direct professional sales.
* Conducting cold calls, building relationships and networking, managing trade shows and conducting professional meetings.
* New business development from Advocate Health, Mercy St. Luke’s Hospital-St. Louis, Mount Sinai Medical Center, Touchstone Medical Imaging, Crothall Facilities Management, Trinity Health, Illinois Bone and Joint Institute, Weiss Memorial Hospital, Alexian Health System, Trimedx
* Advocate Health, Prime Healthcare, Trinity Health, Northwest Community Hospital all purchase multiple ZDOSE29 software licenses
* Philips Multi-vendor service contracts at over 2 million per year, 36 month
* AMITA Health (Formerly Adventist Health), new direct service contracts at 375,000 per year, 36 month
* FHN (Freeport Memorial Hospital), new direct service contracts at 161,000 per year, 36 month

**Regional Sales Manager** 2000- 2013

Genesis Medical Imaging – Huntley, IL

* Territory: Illinois, NW Indiana, Wisconsin, Iowa, Nebraska, Kansas, Missouri, Minnesota, South Dakota, North Dakota, and all international. Genesis Medical Imaging is the nation’s largest non-affiliated independent service organization.
* Built the business during the early formative years, increasing the number of service contracts from three to 21 in less than three years
* Maintained and renewed 95% of the company’s service contracts the first eight years
* Personally won the following major accounts:
  + Adventist Midwest, Edward Hospital, Siemens Medical Solutions, Aramark, Rush Presbyterian, Advocate Health Care, Aurora Health, Northwestern Nasal and Sinus, Shared Imaging, Inc., Center for Diagnostic Imaging, Inc., Diagnostic Imaging Centers, P.C., John Stroger Jr. County Hospital, SSM Health Care, Community Health Systems, Inc., OSF Health Care System, Trinity Health, TriMedx, Marshfield Clinic, Carondelet Health, Du Page Medical Group, Diagnostic Health Services, Inc., Meridian Medical Associates, Ingalls Memorial Hospital, Provena Health, Methodist Health, OAD Orthopaedic, LLC., Kansas City Orthopaedic Institute, LLC., Shawnee Mission Medical Center, Crothall Facilities Management, Inc.
* Opened international business and won system sales in Guyana, Mexico, Argentina, and Zimbabwe
* Sales leader ten out of twelve years at Genesis
* Organized and ran the company’s first two RSNA trade shows

**Sales, Service Manager –Northeast, Mid-Atlantic, Florida, Mid-West** 1996 - 2000

Acceletronics, Inc. – Exton, PA

* Responsible for growing service contract business, while maintaining current service base.
* Increased service contract base by 15% in less than three years.
* Major accounts with new service contracts:
  + Detroit Medical Center, University of Michigan, Henry Ford Hospital, Northwestern Memorial Hospital, Hinsdale Hospital
* Organized and ran the ASTRO trade show

**Sales Manager** 1993 - 1997

Toshiba America Medical Systems, Inc. – Tustin, CA

* Territory: Chicago south side, South Suburbs Chicago, Northwest and Northern Indiana, Advocate Health, Northwestern Memorial Hospital
* Responsibilities included initiating new business through relationship building at Advocate Health and Provena Health
* Sold multiple Nuclear Medicine cameras to Advocate and Provena Health
* Sold multiple systems to Lutheran General including Bi-Plane Neuro lab and digital lab to the new children’s hospital

**Sales** 1992 - 1993

Fidelity Medical, Inc.

* Territory: Illinois, Indiana, Michigan, Wisconsin. Manufacturer of digital imaging equipment, filmless archival for cardiac cath labs
* Developed new territory and a new product line
* Expanded digital systems market for radiology and cardiac cath labs combined with filmless archival systems
* Consulted with radiologists, cardiologists, vascular and cardiac cath lab techs, and directors
* Developed new relationships in the Midwest and sold two full cardiac archive systems

**Sales** 1990 - 1991

R Squared Scan Systems, Inc.

* Territory: Illinois, Wisconsin, Minnesota, Missouri. Largest independent service organization specializing in CT and MRI service.
* Drove marketing and sales of MRI and CT service contracts and refurbished system sales
* Acted as consultant to the C-suites, directors of radiology, radiologists, technologists, and materials managers
* Added two full service CT contracts at Rush Presbyterian Medical Center

**Sales** 1988 - 1990

Picker International

* Territory: Northern Illinois and Southern Wisconsin. Diagnostic imaging system sales.
* Drove marketing and sales of full line capital equipment to hospitals, outpatient clinics, and teaching institutions
* Acted as consultant to the C-suite, directors of radiology, radiologists, technologists, and materials manager
* Develops a sales volume of $1.59 million between February 1990 and November 1990

**Education and Certifications**

**Southern Illinois University**

Bachelor Science, Degree in Allied Health Careers, 1980

**American Registry of Radiographic Technologists**

Board Certification, 1981

**Illinois Department of Public Health**

Emergency Medical Technician Ambulance-1 Certification, 1976

**Highland Park Hospital**

EMT-Paramedic Certified, 1976

**American Heart Association**

CPR Certification

**Hobbies and Interests**

Fitness, musician in classic rock band, Corvette enthusiast, Travel