

DAVID E SHERMAN

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PRODUCT MANAGEMENT / CAPITAL SALES/ SALES TRAINING

Broadly experienced, passionate, Product/Marketing manager and change agent having an extensive background with a large, complex, process driven, matrix organization and a global leader in medical imaging. Diverse wealth of knowledge in areas of Sales, Sales Management (both direct and alternate channels), Operations, Marketing (In-Bound and Out-Bound), Product Development, R&D, Customer and Sales Education, while working with Global Headquarters in Germany. Continually embracing change and consider adaptability, relationship management, and teamwork as greatest strengths and core competencies. Enabling development as the ultimate "Utility Player/Leader/and Knowledge Transfer Agent" within an organization.

Areas of Expertise

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|------------------------------------------------------------|----------------------------|---------------------------|
| ▪ Product Marketing | ▪ New Business Development | ▪ Surgery |
| ▪ P&L/Inventory/Capacity Control | ▪ Sales Management | ▪ Radiology |
| ▪ Clinical Education Services | ▪ Sales | ▪ Trade Shows |
| ▪ Ability for Customer/Physician
And Sales Perspectives | ▪ Operations | ▪ Customer/Sales Training |

PROFESSIONAL EXPERIENCE

SIEMENS MEDICAL SOLUTIONS MALVERN, PA

1989 – 2016

Business Manager, Women's Health and Radiography, Education Services (2012-2016)

Owned the performance management, tactical implementation, and bottom-line business results through effective profit and loss responsibility. Drove both customer and internal education to highest levels of competency to increase customer satisfaction, differentiate company, and generate business revenue. Led and aligned the relationship between education services and the assigned business stakeholders, customers, and global partners with overall business strategy and execution. Provided strategic input into program development and services required to support innovation, productivity improvement, and quality.

- Achieved 25% average growth in revenue with 15% average growth margin year over year.
- Increased resource capacity by 200% based on sales forecasts, divisional requirements, customers' needs, and market opportunities over a four-year period.
- Developed employee training plans which met customers' educational needs and maximize operations.
- Grew Customer Satisfaction scores to a 97% rating from a start of 90%.

Senior Product and Operations Manager, Surgical X Ray (2006-2102))

Managed all Marketing/Sales Mobile C Arm Imaging. Developed/Implemented Sales Channel, Radiation Safety, Inventory and Personnel Capacity Models, Technical Servicing, Logistics, and Marketing Plans.

- Implemented Alternative Sales channel which increased sales volume by 20%.
- Implemented new trade show materials and installation which reduced trade show costs by 30%.
- Implemented Emergency Recovery Plan for Radiation Safety, allowing re-start of a business interruption.
- Developed/Implemented Strategic Scorecard for Sales, Demonstration, Training, and Capacity Planning Resulting in 15% increase of market share/market visibility.
- Developed Strategic Customer and External Vendor Relationships resulting in increased sales volume

Technical and Integration Manager, Surgical X-Ray (2005–2006)

Developed, Implemented, and Managed new sales model (Alternate Channels)

- Developed/Implemented Sales Training Programs resulting in 15% increase in sales volume.
- Developed Customer Reference Sites – Legal/Clinical Contracts which reduced demonstration/travel costs

Clinical Sales and Product Manager, (2000–2005)

Developed and implemented clinical sales/demonstration program with inventory and capacity planning. Point person in U.S. with Germany HQ for product portfolio.

- Increased sales volume and margin by 15% through use of demonstration personnel to assist in sales
- Effectively managed trade show support and clinical workshops, increasing number of events without cost increase due to cost efficiencies.

Product Development Manager, (1999)

Delegation to Germany HQ, Evaluate new products and perspectives. Developed extensive customer focus groups and outside vendor partnerships.

- Product Development and Research with Germany, identify new business opportunities and investigate feasibility of go-to-market. Results showing without further investment, new opportunity would not be successful and effectively saving 2 Million \$ by not proceeding.
 - Engaged Premier Innovations Consulting Group – Team Leader
 - Engaged John Morton Consulting group, developing extensive customer focus groups
 - Engaged numerous outside vendors - exploring possible partnerships
 - Culminating in executive presentation to Germany managing board of directors.

Product Sales Specialists, (1994–1999)

- Pilot Project with Germany, following first year success- expanded to 10 positions
- National Sales of the year, U.S. 2 years, with 3 years in top 3

OTHER RELEVANT EXPERIENCE**Centura X-Ray Products, Cleveland, OH**

Sales of Capital Equipment, Accessories, and Service

RADIOLOGY ADMINISTRATOR, ST JOHN, CLEVELAND, OH

Justified major expansion project including MRI, Nuclear Medicine, and Radiation Oncology expansions. Pioneered joint purchasing initiatives and instrumental in expansion of Emergency Department.

Radiology Supervisor, Cleveland, OH

In addition to department supervisor, also instructor for X Ray School in physics and Quality Assurance

MILITARY EXPERIENCE

United States Army

EDUCATION**Bachelor of Science, Allied Health**

Baldwin-Wallace, Berea, Ohio

Associate of Applied Science – Radiologic Technology

Lorain County Community, Elyria, Ohio

INDUSTRY CERTIFICATIONS AND AFFILIATIONS

ARRT – Registered Radiographer

American Society of Radiologic Technologists

Licensed Radiographer – State of Ohio

Microsoft Net+ Certification

ISO/Compliance Training

Harvard Interventional Symposium Clinical Imaging

Numerous Product Technical Service Courses

CIVIC EXPERIENCE

Habitat for Humanity Volunteer

Chester County Good Works Home Renovations Volunteer