



BUSINESS DEVELOPMENT LEADER • ACCOUNT EXECUTIVE

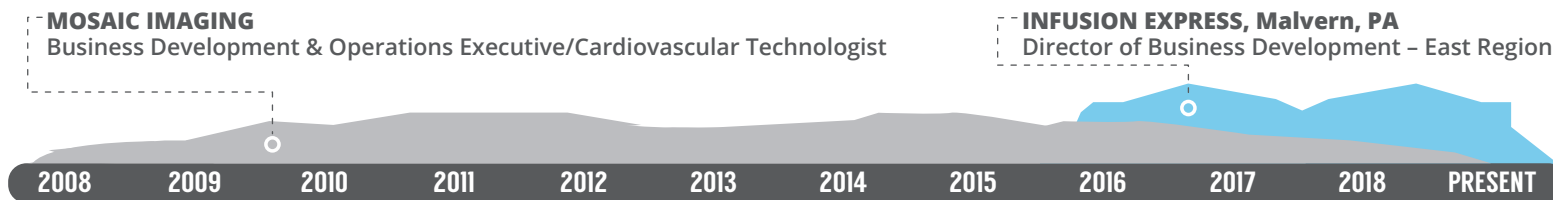
Sales & Business Development Professional with noted career in overseeing the acquisition, development and management of clients and business partners to drive revenue growth. Proven experience in utilizing client needs analysis and strategic selling approach to identify and capitalize on new business opportunities. Demonstrated strengths in building partnerships with health care providers to promote medical services and products that align with patient needs. Strong ability to deliver product education to diverse audiences to ensure overall satisfaction and product utilization.



CORE COMPETENCIES:

- ⚡ Strategic Sales & Business Growth ●●●●●
- ⚡ Sales Presentations ●●●●●
- ⚡ Product Education & Utilization ●●●●●
- ⚡ Market Analysis & Expansion ●●●●●
- ⚡ Account Development & Management ●●●●●
- ⚡ Territory Development ●●●●●
- ⚡ Provider/Physician Acquisition ●●●●●
- ⚡ Client Development ●●●●●
- ⚡ Strategic Planning ●●●●●
- ⚡ Process Improvement ●●●●●
- ⚡ Partnership Development ●●●●●
- ⚡ Patient Care Improvement ●●●●●

EXPERIENCE TIMELINE



EDUCATION

- EASTWICK COLLEGE, Ramsey, NJ**
Diagnostic Medical Sonography
- NEW YORK CITY COLLEGE OF TECHNOLOGY, Brooklyn, NY**
Marketing & Business Management Coursework

EXPERIENCE

INFUSION EXPRESS, Malvern, PA
Director of Business Development – East Region
2016 – Present

Brought in to single handedly to lead the start-up and ongoing development of the new East Region, overseeing all related activities, including developing, implementing and executing on sales and growth strategies. Charged with managing the full sales cycle from client acquisition and presentations through closure to drive ongoing sales and business growth. Uncover and capitalize on new business opportunities, identifying new provider, clinic and hospital prospects.

- ⚡ Lead the increase in new patient encounters by enhancing brand and product exposure through networking, partnership development and provider referral management.
- ⚡ Partner with providers and health care partners to develop strategies for increasing patient utilization while simultaneously ensuring all patient needs are met.
- ⚡ Coordinate and lead networking and promotional events, including trade shows and symposiums, to increase brand recognition and patient interest.
- ⚡ Serve as liaison between providers and operations teams to support the patient onboarding process; interact with patients onsite to ensure their overall satisfaction and retention.
- ⚡ Drove \$1.8M in total revenue for 2017 by establishing the organization as a leader in the field.

MOSAIC IMAGING

Business Development & Operations Executive/Cardiovascular Technologist
2008 – Present

Oversee the promotion and establishment of contracts with physicians/health care providers to offer in-house, mobile ultrasound and diagnostic services to their patients. Hold full responsibility for identifying and securing new partnerships with physicians to drive business growth. Manage all business functions, including sales, marketing and fiscal activities.

- ⚡ Identify and secure new partnerships with primary care physicians, internists, gastroenterologists, endocrinologists and cardiologists.
- ⚡ Developing and implementing business expansion methodology.
- ⚡ Establish customized service plans for provider partners based on their patients' needs; create service models that generated ~\$500K in annual new revenue for partners.
- ⚡ Coordinate and oversee the delivery of 500+ monthly diagnostic testing results, communicating to referring physician for effective patient care.
- ⚡ Provide leadership of a team of 4 reading physicians and 5 diagnostic testing technologists.

ADDITIONAL ROLES:

- ⚡ POS Project Coordinator
- ⚡ KWI; POS Analyst/Project Manager
- ⚡ Salvatore Ferragamo; POS Analyst
- ⚡ Brooks Brothers