

SUMMARY OF QUALIFICATIONS

- Accomplished and agile marketing professional with experience in the pharmaceutical and medical device industries.
- Dedicated and focused leader with experience developing, executing, and maintaining brand strength through strategic and tactical planning, clinical advocacy and education, promotional campaigns, and coordination with field sales force.
- Champion of team collaboration with strong interpersonal skills and an ability to develop relationships with cross-functional internal partners, key opinion leaders, external vendors, and service providers.

Product Management • Sales Collateral/Promotional Materials • Product Launch • Sales Training • Strategic and Tactical Planning • Regulatory/Compliance • Market Analysis

PROFESSIONAL EXPERIENCE

Smith & Nephew Advanced Wound Management – Biologics 2012 – 2018

Leading global healthcare device and wound care company with operations in more than 90 countries (Acquisition of Healthpoint, Ltd. in 2012)

Senior Product Manager, Marketing

REGANEX (becaplermin) Gel, 0.01% 2013 – 2018

- Partnered with Brand Director in development of overarching strategy and annual marketing/brand plan for national brand.
- Delivered consistent year-over-year growth since 2013 brand launch.
- Executed tactical plans that effectively communicated brand strategy to target customers, including brand collateral, direct mail, e-mail campaigns, telesales, peer-to-peer speaker programs, sampling initiatives, and trade shows.
- Recognized by Medical Marketing & Media with Silver Awards for healthcare provider website and promotional sales aid.
- Served as liaison to field sales force to ensure frontline sales team was appropriately trained to execute brand strategy.
- Worked strategically with VP of Sales, 5 Area VPs, 35 Division Managers, and a network of 225 sales representatives to meet and exceed outlined sales goals.
- Created and delivered effective brand presentations to senior management, field sales force, marketing partners, and customers.
- Collaborated with R&D, Regulatory, and Quality to define and monitor the strategic direction for brand.

Healthpoint, Ltd.

2000 – 2012

Privately held pharmaceutical and device company focused on skin and soft tissue applications

Senior Product Manager, Marketing

OASIS Matrix Products, XENADERM Clear Wound Therapy, Collagenase SANTYL Ointment, HYDROFERA BLUE Bacteriostatic Dressing 2008 – 2013

- Established overarching strategy and developed annual marketing brand plan for multiple brands, ranging from \$5M to \$200M in annual net sales.
- Created and executed tactical plans that effectively supported brand strategies, including trade shows, direct mail, sales collateral and peer-to-peer speaker programs.

- Directed creative agencies on all marketing initiatives (promotional collateral, direct mail, advertising, product claims).
- Directed project management activities for rebranding and repackaging of global brand.
- Conducted market research, competitor analysis, and post-market surveys.

Product Manager

Tradeshows 2007 – 2008

- Planned, coordinated, and executed all corporate tradeshow activity.
- Managed and executed tradeshow promotional plans to maximize company exposure and produce sales leads.
- Managed, maintained, and recommended improvements for all booth properties.

Manager, Sales Training and Planning

2004 – 2007

- Developed and executed new hire and tenured sales representative training programs.
- Conducted field training of sales representatives and directed field training of sales trainers.
- Created training materials for new product launch.
- Published informational bi-monthly newsletter to field sales force.
- Partnered with VP of Sales in development, coordination and execution of National Sales Meeting and Plan of Action meetings.
- Managed Prescription Drug Marketing Act (PDMA) sample compliance.
- Participated in national, regional, and local conferences and trade shows.
- Acted as interim Division Manager, providing training, coaching, and direction to sales representatives to achieve territory objectives.

Executive Sales Representative and Sales Trainer

2000 – 2004

- Sold skin asepsis products for the operating room to hospitals and surgery centers. Call points included Director of Operating Room/Surgical Services, Infection Control, Materials Management, surgeons, discipline coordinators, and other OR personnel.
- Trained new sales representatives.
- Participated in national and local industry conferences and trade shows.
- Assisted Marketing and New Business Development in beta tests of new product concepts and potential acquisitions.
- Increased territory sales from \$25,000 to \$450,000 in four years.

Salesperson of the Year Runner-Up - 2000, 2003

TRISEPTIN Product Award - 2000

ACTIPREP Product Award - 2003

Sales Incentive Trip Winner - 2000, 2001, 2003

Marketing Appreciation Award - 2001, 2003

EDUCATION

Bachelor of Business Administration, Economics – Baylor University; Waco, TX

AFFILIATIONS

Christ Chapel Bible Church – Children’s Ministry volunteer

Bible Study Fellowship – Adult men’s group discussion leader

Trinity Valley School – Alumni Association Board member