

# HEALTHCARE | RELATIONSHIP MANAGEMENT | PARTNERSHIP GROWTH

## *Business Development / Consultative Sales & Marketing / Account Management*

- ✓ **Healthcare sales and rapport-building leader** with a consultative, down-to-earth style of interactive dialogue; able to work collaboratively with internal departments, team members, and clientele
- ✓ **Highly adept at establishing** strategically collaborative partnerships with C-level executives in diverse industry sectors that significantly enhance business opportunities and ROI
- ✓ **Able to effectively identify** key product niches, develop value-added programs, and provide tactical business solutions as the result of a keen client needs assessment aptitude
- ✓ **Demonstrated ability to quickly adapt** to constantly shifting marketing and branding environments and provide thoughtful input and proactive problem-solving expertise when necessary
- ✓ **Consistently ready, willing, and able** to work outside of the traditional "comfort zone" and stay calm under pressure in order to accomplish time-sensitive tasks

## DEMONSTRATED STRENGTHS & EXPERTISE

*Business Development • Healthcare Solutions Selling • Revenue Growth • Marketing Strategies*

*Sales Training & Development • Partnership Cultivation • Team Leadership • Key Account Acquisition & Retention  
Process Improvement • Prospecting & Lead Generation • Communications • Program Development • Research Analysis*

## KEY ACCOMPLISHMENTS

### Sales & New Business Development

- Increased average sale of *Lincoln Healthcare Events* LTC LINK conference from approximately \$10K to 14K per sale, making it the largest increase from year 1 to year 2 of any sales person in the company
- Generated approximately \$3M in total revenue for the 2010/2011 highly innovative, business development and executive leadership conference
- Gained a deep understanding of client needs, built sustainable, trusted advisor relationships, and sold 3 separate *Lincoln Healthcare Events* conferences by effectively communicating conference value and ROI
- Brought in \$9M in new business for *KeyTech* over three year period through critical technology market penetration, simultaneously staffing up to 5 active accounts
- Partnered closely with clients, offering guidance and expertise in identifying short and long-term staffing needs, and developing specific target sourcing strategies for hard-to-find candidates
- Grew recruiting business through tactical contract negotiations for major business entities such as ING, Travelers, and Priceline
- Won three *New Client Development* awards in 2007 and *Account Manager of the Year* in 2007 and 2008
- Closed over 1,750 loans in a 2 ½ year period while at *Superior Closing Services*

### Relationship Management/Partnership Cultivation

- Improved client/sales communications process by creating compelling messaging and scripting that resulted in higher-than-average attendance at annual conferences and higher-than-average dollars spent
- Served as the key point-of-contact for attorneys, loan officers and clients at *Superior Closing Services*, resulting in approximately 60 closings per month
- Built and maintained lasting rapport with numerous clients which contributed to company growth and repeat business
- Liaised with key business leaders and managers to develop strategy execution plans, including metrics, hiring goals, and recruiting best practices

### Operations & Management \*\*

- Conceptualized and created business plan for a new restaurant that operated successfully for 10 years
- Purchased the real estate, gutting the building, and designed new floor plan

- Handled all operational needs, including securing an SBA business loan, procuring office and restaurant equipment, and creating and implementing policies and procedures for the establishment
- Sourced, hired, and trained staff on best industry practices and managed up to 20 employees at any given time
- Researched and compared liability insurance carriers and liaised with vendors to find the most appropriate and cost-effective policy
- Handled license renewals and ensured that the restaurant met and/or exceeded strict industry compliance standards which resulted in no down time and a consistent customer revenue stream
- Maintained a fun, innovative, and comfortable atmosphere that led to customer loyalty and consistent, repeat business
- Established positive and sustainable relationships at all levels with outside suppliers and negotiated the best possible pricing on goods and services

#### WORK HISTORY

[REDACTED], Norwalk, CT	2009 - Present
<b>Senior Account Manager / Healthcare Solutions Selling</b>	
KeyTech, a division of Arrowpoint Technologies, Hartford CT	2006 - 2009
<b>Regional Account Manager / IT Contract &amp; Permanent Placement</b>	
Superior Closing Services, Milford, CT	2003 - 2006
<b>Business Development Manager (2004 - 2006)</b>	
<b>Independent Contractor / Closing Notary (2003 - 2004)</b>	
Funki Munki Catering, L.L.C., New Haven, CT	2001 - 2006
<b>Business Development Manager/Co-Owner</b>	
Advanced Placement, Inc., Milford, CT	2001 - 2002
<b>Recruiting and Business Development Manager</b>	

#### OTHER RELEVANT EXPERIENCE

The Brass Button Café & Restaurant, New Haven, CT \*\*  
**Owner, Operator**

#### PROFESSIONAL SALES TRAINING

Sandler Sales Training Course - ongoing

#### TECHNICAL EXPERTISE

Proficient in MS Office, including Word, Excel, & Outlook  
 Able to utilize proprietary database and contact management systems

#### EDUCATION

*B.S., Business/Economics*, Southern Connecticut State University, New Haven, CT  
*B.S., Hotel, Restaurant Management*, Univ. of Massachusetts, Amherst, MA  
*Management* Universidad Americana, S.C., Study Abroad Program, Mexico  
*French Culture and Language*, Universite Dijon, Study Abroad Program, France