

## EXPLODING GLOBAL SALES AND MARKET PERFORMANCE

Orthopaedics & Orthopaedic Trauma | Durable Medical Equipment | Biomedical Instruments

Top Sales Rankings – Challenging Territories – Global Markets – Cross-Functional Collaboration – Partner Relations  
Complex Business Solutions – C-level Relationships – Global Sales & Medical Education – Tactical Sales Leadership

## LEADERSHIP PROFILE ► PERFORMANCE BENCHMARKS ► VALUE OFFERED

### BUSINESS INNOVATION & RESULTS-FOCUSED LEADERSHIP

- Wealth of experience in capturing new sales and business opportunities, **revitalizing stalled territories, and outpacing aggressive sales objectives.**
- Reputation for devising business solutions that lead companies to breakthrough sales, operational and market success—**catapulted revenues from \$5M to \$35M in 2 years.**

### CROSS-FUNCTIONAL TEAM & RELATIONSHIP BUILDING

- Track record of assembling top teams and reengineering under-performing teams to reach dramatic individual and corporate goals—**successfully groomed employees into management roles.**
- History of achieving exceptional gains and excelling against global sales/market targets through key strategic alliances and partnerships.

### TRANSFORMATIONAL SALES, MEDICAL & CLINICAL EDUCATION PROGRAMS

- Highly skilled in implementing first-of-its-kind training and education solutions that ignite team performance and triple sales growth—**trained hundreds of global sales associates and staff.**
- Pioneer in conceptualizing and building «best-in-class» sales education programs from initial concept to curriculum development to final delivery—**redefined training standards and learning expectations.**

*“John recognizes needs and takes action to ensure that things get done. He is one of those rare finds that upper-management is always seeking”*

Director, Strayer Medical Devices

## CAREER HISTORY

### PFIZER MEDICAL GROUP ► 2008 to present

*Global Manufacturer Of Orthopaedic Implants And Devices*

### ASSOCIATE DIRECTOR – Trauma Marketing & Education (2012-present)

#### Accelerated Global Product Portfolio Growth 10+% In 12 Months

Initially promoted to lead strategic marketing, product promotion, and medical/sales education initiatives—quickly assumed directive to grow global IM nail portfolio. Manage cross-functional team.

- ▶ Exceeded portfolio growth objectives—increased top-line growth and profitability and **grew operating plan target from \$80M to \$85M in just 12 months.**
- ▶ Pioneered highly successful comprehensive field inventory reduction/rationalization and asset management initiative that **saved company \$8.1M (net value) in operating costs.**
- ▶ **Transitioned strategy into tactical plans for new medical and sales education training** program utilizing best-in-class education platform.
- ▶ **Tapped by president to lead new market/territory development plan in Texas**—identified market opportunities, partnerships and strategic alliances and developed operating and strategic plan.
  - Formed sales organization structure, marketing goals, field-based sales programs and customer acquisition strategies; **positioned company to reach \$1M+ in sales over 10-month period.**