

# JOSEPH HAWKINS

www.linkedin.com/in/josephhawkins  
527-538-6091 ■ josephhawkins@hotmail.com

## EXPLODING GLOBAL SALES AND MARKET PERFORMANCE FOR HIGH-END MEDICAL DEVICES

*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 <\$0.9M to \$2.5M in 2 years.**

*“Joe 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, Stryland Orthopaedics

#### 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.**

### CAREER HISTORY

#### ZIGZAG MANUFACTURING, INC, Warsaw, IN ► 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 \$60M 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.**

**MANAGER, GLOBAL TRAUMA SALES EDUCATION (2011-2012)****Redesigned and Instituted New Global Sales Education & Training Program**

Sought out by senior management to restructure and revamp global sales education and training program for associates in North and South America, Australia, New Zealand and parts of Asia Pacific.

- ▶ **Maximized \$1M budget to create 5 new trauma-focused sales education programs** and specialized curriculum for national sales conferences.
  - **Refreshed program content from outdated, one-dimensional focus to multi-pronged**, customized curriculum with live segments from medical experts/surgeon.
  - **Program was widely accepted and set new standard** for sales education and training strategies.
  - Teamed with global country managers to learn training needs and design customized solutions.
- ▶ Introduced new « training-on-demand » concept **by launching series of local market-based field training events** across country.
- ▶ **Installed new Trauma Academy training sessions that decreased learning curve** for direct hire personnel; equipped company to shift from 1099 staff to highly trained, competent sales associates.

**TRAUMA FIELD SALES CONSULTANT & MANAGEMENT (2008-2013)****Ignited Trauma Sales Growth, Ranked #7 In National Sales Performance & Earned President's Club Award**

Recruited back to company to spearhead sales enhancement and business turnaround solutions for company's rapidly shrinking foothold in Pittsburgh, PA. Executed proactive, market-driven sales leadership to dominate market with orthopedic trauma, extremities, biologics and surgical products.

- ▶ **Revived declining sales territory into \$2.5M operation from \$1.1M revenue deficit** in just 2.5 years—successfully regained lost accounts and performed 367% against goal.
- ▶ Formulated and **implemented nationally accepted training infrastructure** for corporate and Zimmer-Randall field sales associates—coached employees and designed curriculum and training materials.
- ▶ **Elevated product awareness and increased market presence** through combination of strategic business planning, relationship building and targeted product positioning.

**BIOMET, Warsaw, IN ▶ 2007 to 2008 / 2003 to 2005**

*One Of World's Leading Medical Device Manufacturers*

**SALES & SALES MANAGEMENT (2007-2008) | FIELD SALES (2003-2005)****Increased Annual Trauma And Osteobiologics Business By \$200K+**

Advanced to broad-based sales management role—identified untapped sales opportunities and marketed trauma, osteobiologics, bone stimulation and soft goods products in Columbus, OH region.

- ▶ Navigated through intense hospital market competition to land 8 new physician/hospital accounts with surgical trauma product—**raised monthly trauma and osteobiologics revenues from \$1K to \$25K**.
- ▶ Scoped market potential and **developed highly customized sales tactics** to meet diverse client base.
- ▶ As Field Sales Associate, outperformed regional sales; **revitalized stalled and poorly performing accounts exceeded product plan goals 109% and 101% respectively** in 2003 and 2004

**EARLY CAREER:**

**Territory Sales Management** – DJ Ortho Division, DJO Global / AIRCAST LLC, Carlsbad, CA (2005-2007)

**EDUCATION & TRAINING**

Case Western Reserve, Cleveland, OH – **PhD in Management Candidate**

Capital University, Columbus, OH – **MBA, Marketing concentration (2008)**

John Carroll University, University Heights, OH – **BA in Athletic Training (ATC) / Exercise Physiology (2003)**  
*Matrix C- Suite / Complex Selling Skills / Sales Brain – NueroMarketing Course / CEU Instruction Certification*