

# Kim Brown

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## Sales Leader – Healthcare | Pharmaceuticals | Medical

*The ultimate connector and extrovert with a solid network of business relationships in the healthcare industry*

Award-winning sales and management professional with a 15-year background as a high performing business developer, marketer, manager, and collaborator in the healthcare industry. Strategic thinker with a verifiable track record of successfully promoting products and services in specialty categories. Analytical and methodical in call planning; personable, knowledgeable, and persistent in provider communications. Respected mentor and peer leader known for bringing credibility and integrity to every level of the sales process; trusted resource to colleagues, stakeholders, and providers.

- **Credentials** in Vendormate and Sec3ure.
- **Expertise in** Salesforce, Business Intelligence, MS Office (incl. Excel), Pardot B2B, Marketo, and Hubspot.
- **Disease states and conditions:** depression, treatment-resistant depression, anxiety, bipolar disorder, ADHD, schizophrenia, erectile dysfunction, low testosterone, anorexia, bulimia, diabetic peripheral neuropathy.
- **Proficient in four languages**—English (native), French, German, and Japanese; exceptionally adept in intercultural communication and acutely sensitive to nuances that impact business development and outreach interactions.

### SALES RECOGNITION

- ☑ NATIONAL LILLY CUSTOMER SERVICE AWARD
- ☑ PRIMARY CARE OFFICE TURNAROUND OF THE YEAR
- ☑ PEER AWARD – SALES SCHOOL (NEUROSCIENCE)
- ☑ 3-TIME WINNER, DISTRICT ACHIEVEMENT AWARD
- ☑ TOP 5% IN DISTRICT
- ☑ PRESIDENT’S COUNCIL FINALIST

### CORE COMPETENCIES

Pharmaceutical Sales	Hospital Sales	Healthcare Services	Medical Markets
Vision   Strategy   Execution	Budget Oversight	Provider Relations	Brand Strategy
Brand Plan Development	Product Launch	Territory Management	Provider Training
Market Development	Team Management	Communication Planning	Presentations
Sales Force Development	Mentoring   Training	Sales Operations	Sales Leadership

## Professional Experience

### ABC Health, LLC – New York, NY

*Specialty healthcare system for the treatment of eating disorders. Six hospitals in New York, NY.*

**PROFESSIONAL RELATIONS MANAGER (BUSINESS DEVELOPMENT – HEALTHCARE SERVICES) 2013 TO PRESENT**

**Tri-state territory | New admission revenue goal \$13 million | 1,300+ B2B and referral accounts**

Develop market presence across the Southeast, serving as a trusted referral source to psychiatric providers in the region. Execute business development strategies to meet admission targets and market penetration objectives. Consistently perform at or above performance metrics despite numerous internal management changes. Take leadership stance with new hires, serving as a key trainer, strategy source, and performance driver.

- Deliver program-specific communications to referral sources to enhance awareness of ABC service offerings.
- Educate health industry professionals about eating disorders at events (grand rounds, lunch-and-learns), industry conferences, and trade shows. Collaborate with clinicians to coordinate disease-specific learning events.
- Work closely with providers to place patients in appropriate programs; guide patients/families in crisis during early-stage admission process; support transition into case management.
- Optimize CRM system plan to manage provider relations goals, formulate strategies, and coordinate tactical plans.
- Work with internal marketing and sales teams to identify outreach needs; co-develop communication materials.
- ➔ **Designed and executed a functional onboarding methodology to quickly launch two new relationship managers. Both realized \$30 million in year-one admission revenue.**
- ➔ **Identified and corrected performance monitoring malfunction, ensuring sales activity data critical to ongoing investor funding is accurate and up-to-date.**

## ABC Company – Durham, NC

*Global pharmaceutical company; largest manufacturer of psychiatric medications.*

### SENIOR PHARMACEUTICAL SALES REPRESENTATIVE

2004 TO 2013

#### 7 county territory | 800 prescribers | Neuroscience products | New hire training & leadership

Called on ~120 physicians in assigned territories—Chapel Hill, Raleigh, Durham—to market pharmaceutical products. Gained access to providers in primary care, pediatrics, obstetrics, gynecology, and rheumatology. Developed and executed end-to-end brand and marketing strategy to position products for success.

- Partnered with patient care providers as a product expert in pharmaceuticals for schizophrenia, anxiety, depression, bipolar disorder, ADHD, diabetic peripheral neuropathic pain, and erectile dysfunction.
- Trained and coached new sales representatives; mentored new hires on a range of industry-specific strategies, principles, and guidelines; i.e., communication plan of action, entrepreneurial thinking, category marketing, pharmaceutical regulatory requirements.
- **Delivered ~5% market share growth (hospital) while covering a long-term leave assignment.**
- **Received Turnaround Award for reversing performance of Zyprexa—from bottom 25% to Top 5% nationwide.**
- **Ranked among top 20% in territory (out of 3,500 sales personnel) four out of eight years.**
- **Consistently surpassed sales forecasts, revenue, and market penetration goals.**

## ABC Bank – Raleigh, NC

*State-chartered commercial bank with more than \$35 billion in assets.*

### MEDICAL MARKET SPECIALIST

1998 TO 2002

#### Sales Management & Training | Financial Services Management

Dual role that encompassed managing a 12-person team of financial product sales professionals and soliciting new business banking relationships with physicians and dentists.

- Coached financial services staff on solutions selling, consultative sales, brand strategy, compliance, and operations.
- Set performance objectives for retail sales associates in the promotion of investment products, merchant services, and insurance market products.
- Counseled healthcare industry clients on financial products to meet their equipment and operational needs.
- Launched trade association for medical and dental practices as a business development strategy.
- **Closed \$300,000 monthly in commercial lending transactions—mortgages, construction, capital equipment.**
- **Negotiated and closed \$175 million in commercial medical market loans.**
- **Led branch to #2 ranking regionally for loan production.**

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## Community Activities

**2017 Children’s Defender Fellow**, Children’s Defense Fund (2017 to Present)

**Bereavement Counselor**, Hospice (2014 to Present)

**Trainer**, Darkness to Light (2014 to Present)

**Community Volunteer**, NAACP (2016 to Present)

**Chaplain**, Jack and Jill of America, Inc. (2007 to Present)

**Non-Member Service Volunteer**, Delta Sigma Theta Sorority, Inc. (2015 to 2018)

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## Education

**Master of Business Administration (Finance)** – College University

**Bachelor of Arts in English** – College College