

# JOE SMITH

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## SENIOR HEALTH CARE EXECUTIVE

STRATEGIC HEALTHCARE OPERATIONS LEADERSHIP • CHANGE MANAGEMENT • PHARMACEUTICAL SALES DIRECTION

*Expertise in driving operational change and improvement through executive leadership and strategic planning.*

Senior Health Care Executive with demonstrated ability to balance strategic decisions and fiscal oversight to drive operational performance across pharmaceutical, biopharmaceutical, and health care organizations. Engaging leader and innovative change agent with expertise in organizational planning, product development and management, partnership development, and increasing visibility for growth. Advanced background in developing operational structure and establishing policies and procedures that deliver bottom-line improvement and performance enhancements.

### LEADERSHIP COMPETENCIES

Health Care Operations Leadership • Organizational Change Management • Strategic Planning, Definition & Execution  
Clinical Training & Experience • Process Improvements • Health System & Product Optimization • P&L Analysis  
Partnership Development • Revenue & Growth Planning • M&A Experience • Team Leadership & Development  
Contract Negotiation • Physician/Provider Relations • Culture Refinement • Performance Management/ Improvement

### SNAPSHOT OF CAREER HIGHLIGHTS

**COST CONTROL** | Led contract negotiations to drive cost control; prepared, managed, and allocated \$200M+ budget.

**PROFIT IMPROVEMENT** | Delivered revenue grains of up to 110% YOY.

**CHANGE MANAGEMENT** | Champion for change management, spearheading numerous transformation initiatives.

### PROFESSIONAL EXPERIENCE

**BIOMEDICAL GROUP** | New York, NY

2014-Present

#### VP OF OPERATIONS

Provided strategic leadership and direction of all operational functions to support the ongoing growth and development while simultaneously driving top-line performance and bottom-line results. Defined, implemented, and executed on short- and long-range strategies for leading new product innovation and global product management across a highly-saturated market. Held full accountability for all functional operations, including P&L management, distribution, product development, and hiring, developing, and leading a team of 13 direct and indirect reports.

- Directed the installation and servicing of medical lifts, power operated wheelchairs, patient lifts, orthotic fitting and bracing support, and multi-medical product lines in patient care for both hospital and at-home patient use.
- Developed and improved operational structure, establishing competitive pricing models and financial projections that aligned with market trends and consumer demands.
- Orchestrated the accreditation process from the Joint Commission of Health Accreditations, as well as related compliance management functions, including annual Medicare, Medicaid, and insurance audits.
- Delivered 75% revenue improvement through the introduction of a targeted sales strategy for securing national government contract; wrote additional government contracts increasing revenue by 30%.
- Captured significant increase in market share and revenue growth, resulting in new joint venture opportunity with Lehigh Valley Healthcare System.
- Spearheaded brand development initiatives, introducing new products to be manufactured and sold direct to consumers on the Federal Supply Schedule (FSS).
- Earned Top-Preferred Status with nationally recognized insurance company based on outstanding services.
- Created and facilitated professional development training seminars focused on sales, leadership, and customer service; partnered with software company to create an e-learning environment for all trainings.
- Awarded Procurement Technical Assistance Center of Pennsylvania Government Contractor of the Year, 2015.

**BIOMEDICAL GROUP** | New York, NY

2002-2014

**SENIOR DIRECTOR – REGIONAL SALES**

Progressed internally to build and lead a team of four charged with driving the promotion and sale of complex medical devices for Veterans Administration Medical Centers across a four-state district (PA, DE, NJ, WV). Defined and implemented strategies for increasing the sale of Pulse Radio Frequency Energy device by educating existing and potential clients on device usage for wound and pain management. Provided ongoing coaching and support for team members to support their continuous improvement, yielding consistent sales growth.

- Restructured the sales strategy, emphasizing return on investment (ROI) results to position the wound healing device as an industry-leader. Resulted in \$27M in annual sales and two consecutive Circle of Excellence awards.
- Delivered 110% YOY revenue increase for 2010 by securing a 3-unit sale with \$110K monthly recurring revenue.
- Drove a 769% increase in monthly sales in first 11 months with the company.
- Selected to provide training and leadership development for VA hospitals on wound management device.

**MEDICINES GROUP** | New York, NY

2000-2002

**SENIOR SALES EXECUTIVE**

Drove the development and continuous growth of the critical care book of business through the design and execution of sales strategies. Led the end-to-end sales cycle from prospecting leads and conducting sales presentations to providing product training for healthcare professionals.

- Recognized for achieving Top 20% Finisher status first year with company; ranked as high as Top 5% during tenure.
- Recipient of multiple MVP honors for delivering annual sales of up to \$3.7M.
- Secured sales wins with numerous top 50 national accounts to drive additional revenue opportunities.
- Appointed as subject matter expert (SME) for Anticoagulation and Blood Pressure product lines.
- Selected as senior field trainer for hospital management program, providing training and coaching for 55+ new critical care specialists across the region.

**TECHNICAL SKILLS**

Microsoft Office Suite (Word, Excel, PowerPoint, Outlook), EPIC, Cerner, Salesforce

**PROFESSIONAL AFFILIATIONS**

Member – American Organization of Health Care Executives

Member – America Organization of Health Care Leaders

**EDUCATION**

**NEW YORK UNIVERSITY, New York, NY**

Master of Business Administration, Health Care Administration



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