

# MARY O'BRIEN

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## SALES DIRECTOR

### *Transformational & growth-oriented executive driving significant market share growth*

Goal-driven and strategic sales executive recognized for transforming major organizations by launching and expanding robust products, driving multimillion-dollar revenue growth, and building, leading, and empowering high-performing teams to exceed expectations. Entrepreneurial spirited with experience building, launching, growing, and selling highly lucrative medical device distributorships. Lead mergers and acquisitions (M&As), acquire strategic partnerships, establish and maintain solid relationships, and negotiate major contracts. Collaborate cross-functionally to achieve desired results.

### SNAPSHOT OF CAREER HIGHLIGHTS

- ⇒ **BUSINESS DEVELOPMENT:** Co-launched and sold ABC Inc. along with global brand to XYZ Inc. for \$235M.
- ⇒ **BUSINESS TRANSFORMATION:** Led transition of underperforming region to achieve 96.2% YOY area sales growth.
- ⇒ **TEAM DEVELOPMENT:** Builder and leader of top-ranked teams that support extensive growth and maximize bottom line.

Mergers & Acquisitions (M&As) | Sales Management | Market Share Growth | National Account Leadership  
Infrastructure Design | Product Management | Project Management | Team Leadership & Development | Process Optimization  
Revenue Growth | Budgeting & Forecasting | P&L | Strategic Partnerships | Key Opinion Leaders (KOLs) | Time Management

### PROFESSIONAL EXPERIENCE

**XYZ INC.** | New York, NY | 2021-Present  
**Area Sales Director**

Direct regional sales across 7 western states including Nevada, Arizona, Utah, New Mexico, Colorado, Wyoming, and all of West Texas. Lead all business and sales activities throughout 2 divisions of XYZ's portfolio of Urology products. Supervise 9 territory manager direct reports, 1 clinical specialist regional manager accountable for 8 clinical specialists, and 1 regional manager responsible for 3 key account managers. Design and oversee key business processes, strategies, and programs.

- ▶ **Created successful infrastructure and led company integration tasks in partnership with executive leadership following XYZs acquisition of ABC, Inc. and key product; integrated major warehousing system; designed financial system and key business processes; coordinated strong sales force structure,** developed sales strategy and sales compensation plans; drove business planning; created product literature.
  - **Designed and launched robust training program and educated 350+ existing XYZ field staff on product line; created programs and materials across sales, marketing, physician training, and patient education** for initial product launch.
- ▶ **Transformed underperforming region within 1 year through outstanding sales leadership; achieved 101% to area sales plan for 2022; drove 650% YOY sales growth for product;** gained status as #2 in annual sales growth out of all areas directors for 2022; grew Sacral Neuromodulation (SNM) business 72% YOY in 2022.
  - **Expanded team from 5 clinical specialists to 8 clinical specialists, 4 direct report territory managers to 9 direct report territory managers;** empowered team to meet and exceed key business objectives.

**ABC INC.** | New York, NY | 2020-2021

**Co-Founder | Board Member | US General Manager | US Director of Sales**

Built and launched US arm of ABC Inc. from ground up, division of ABC International; designed entire infrastructure including internal processes, procedures, programs, and strategies. Created logistics, sales reporting, and entire financial system. Onboarded, trained, and supervised administrative assistant and 2 regional managers. Managed \$15M budget. Directed legal and compliance, contracting and national accounts, and nationwide new product submissions. Served on Board of Directors.

- ▶ **Established US commercialization strategy to successfully bring product to market; partnered with executive team to develop sales strategy, sales messaging,** coding/reimbursement strategy, fellowship/residency adoption strategy, and key opinion leader (KOL) targeting and messaging; **created dynamic sales force structure; designed physician training program.**

- **Coding and Reimbursement Project:** Worked with Washington DC lobbying firm to interface with deputy secretary of health and human services (HHS) and assistant to deputy administrator of Centers for Medicare and Medicaid Services (CMS) regarding ABC's petition for new and unique code for medical device; additionally engaged in panel discussions regarding clinical data, molecular differences vs competitors, and potential cost savings to Medicare system.
- **Directed initial US product launch in 2020, rapidly establishing Bulkamid brand within 20+ fellowship and residency programs throughout US, driving \$2.8M+ in revenue and gaining 300+ new accounts in 2020.**
- **Supported negotiation and sale of ABC Inc, and brand for \$235M to XYZ Inc. in February of 2021.**
- ▶ **Served as US general manager to develop third-party logistics (3PL) partnership and establish ABC Inc.'s backend logistic structure; negotiated 3PL contract; implemented SOPs; designed product sku system for US market, sales tracking protocols, sales reporting processes and reports; built company phone system to interface with 3PL provider.**
- ▶ **Maintained high level of productivity during COVID-19 pandemic; managed \$2M budget post-pandemic due to significant shortage; regrouped, refocused, and designed robust processes, successfully achieving profitability after 1-year mark.**

**NEW YORK ABC HEALTH | New York, NY | 2010-2020**

**MEN'S HEALTH SENIOR EXECUTIVE BUSINESS PARTNER, 2019-2020**

**MEN'S HEALTH SENIOR EXECUTIVE TERRITORY MANAGER, 2015-2019**

**FULL LINE SENIOR TERRITORY MANAGER (Men's Health, Women's Health, Greenlight), 2012-2014**

**WOMEN'S PELVIC HEALTH TERRITORY MANAGER, 2010-2011**

Promoted and sold men's and women's health products with accountability for marketing, sales, hospital negotiations, and physician education; products included female and male pelvic health line. Performed extensive community education and outreach; managed key projects to expand awareness on disease states and educate community on various company treatment options. Interacted with patients through pre- and post-op patient visits to provide high-quality education and guidance. Supervised 3 direct report field sales associates. Served on Sales Leadership Council.

- ▶ **Earned promotion to senior executive business partner in 2019; managed high profile relationship between several prestigious key opinion leader (KOL) physicians and the Health Division; ensured consistent engagement and high level of satisfaction; coordinated training contracts and managed monthly training programs for physicians; attended all society meetings with physicians, serving as liaison.**
- ▶ **Drove significant sales growth, successfully expanding Hawaii market by 30% YOY in 2018; achieved 106% to plan for 2018, 100% to plan for 2017, 108% to plan for 2016, and 99.4% to plan for 2015.**
- ▶ **Earned status as #2 Full Line Rep of the Year Nationwide for 2014 and #1 Full Line Rep of the Year West Area for 2013.**
  - **Positioned self at #1 for Prolapse Sales Nationwide in 2013 and # 1 for Erectile Restoration Sales Nationwide for 2012.**
- ▶ **Exceeded major revenue goals by developing, leading, and empowering high-performing team to maximize results as regional field sales trainer.**

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**Previous Owner / Current Shareholder, ABC Orthopedics, 2007-2010**

*Sold controlling majority in December of 2010.*

**Executed extensive sales and distribution of spine and osteobiologic implants, and full line of home health products; expanded ABC Orthopedics business to Texas and Florida markets; drove \$2.9M in sales for 2018; led 4 sales reps and 2 sales associates.**

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**Additional experience as Territory Manager at Access Orthopedics  
and Sales Representative at 123 Corporation (2006-2010)**

**Drove \$2M+ in annual sales for 2009 at 123 Orthopedics; served as first sales rep to expand 123 Orthopedics to Arizona market in 2008; first sales rep to introduce 123 Navigation to Las Vegas market.**

## TECHNICAL SKILLS

Microsoft Office Suite: MS Word, MS Excel, MS PowerPoint, MS Outlook  
MS Teams, QuickBooks, Salesforce, Concur, Tableau, Zoom, Welkin – Patient Care Management

## EDUCATION

UNIVERSITY OF COLLEGE, New York, NY

**Bachelor's degree, Pre Law | Minor, Business Management**

**Professional Associations: Secretary, Treasurer, President: Homeowners Association, 20 Years**



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