

## Profile

**HEALTHCARE BUSINESS DEVELOPMENT AND TRAINING**

**Recognized as a top performer in competitive arenas: personal and professional  
Proven ability to integrate business education with healthcare delivery experience**

**CONCEPTUAL THINKER... PROBLEM SOLVER... HIGHLY MOTIVATED**

## Selected Accomplishments

**PHARMAZEPH 2003-PRESENT**

**RHODESPHARMA 1998-2001**

**NEWTOWN HOSPITAL 1989-1996**

**H&H PHARMA 2001-2003**

**REC.USA 1996-1997**

WITH FOUR MAJOR PHARMACEUTICAL COMPANIES AND A COMMUNITY HOSPITAL, BUILT LONG-STANDING RELATIONSHIPS WITH SPECIALTY/PRIMARY CARE PHYSICIANS AND BUSINESS LEADERS:

- Successfully introduced new products into untested markets; consistently exceeded target sales goals for individual products; grew physician subscriber base by 20-35%.
- Designed and delivered educational programs; implemented innovative processes; participated in strategic planning
- Selected to join Rhodes "President's Club" based on market penetration; relationships established in 1998 contribute significantly to current market share.

Pharmaceutical Sales

- Executed territory business plans; implemented highly successful continuing education programs for physicians and thought leaders
- Ranked #5 among 390 Territory Sales Specialists nationwide (2008) - PharmaZeph
- Launched new products; grew new markets: ranked among top 10% of regional sales representatives since 2003 - PharmaZeph
- Achieved 134% of target goal with new product, while simultaneously maintaining sales growth of flagship product - PharmaZeph
- Contributed to sales training and mentorship program - RhodesPharma
- Participated in innovative team sales approach - RhodesPharma

Marketing/Business Development

- Planned and implemented CME programs; recruited expert speakers; identified resources to support physician offices
- Developed marketing strategy - patient-level longitudinal data products (LIFELINK & Health Economics Solutions) - REC.USA
- Designed promotional and collateral marketing materials - REC.USA
- Implemented outreach to new customers via trade shows, conferences, and client forums - REC.USA
- Developed and implemented marketing model and financial reporting structure for profitable service lines - Newtown Hospital
- Designed and implemented multiple research tools, including focus groups and patient satisfaction surveys (using MedisGroups data bases and Health Care Market Analysis System (HCMAS) - Newtown Hospital
- Managed daily operations for on- and off-site programs, e.g. Weight Management - Newtown Hospital

EDUCATION / PROFESSIONAL DEVELOPMENT

PHARMAZEPH	MANAGEMENT READINESS PROGRAM	2006-07
TEMPLE UNIVERSITY	MBA, Business Administration (Marketing)	1994
GREEN VALLEY COLLEGE OF SCIENCE & AGRICULTURE	BS, Business Administration	1989
Saint Hubert Hospital School of Nursing	Certificate, Licensed Practical Nursing	1980