

Professional Experience (Continued)

KENNEDY MEDICAL, INC., Detroit, MI
Sales Representative

1990 to 1991

Tripled sales volume in one year

Kennedy Medical was an independent distributor of orthopedic products--annual sales surpassing \$7 million.

- Developed a new territory in Michigan selling and servicing products to Orthopedic, Neuro and Maxillofacial Surgeons, Podiatrists and hospitals.
- Managed total knee replacement patient outcome and survivorship clinical studies for a highly respected surgeon clinical investigator.
- Created an educational program using surgeons to enhance the orthopedic knowledge of co-workers.
- Developed and implemented a direct mail campaign for bone healing stimulators. Distributor sales grew **by more than 200%**. Converted all neurosurgeons in territory to Bremer Halo products.

THE ANGELES GROUP, INC., Los Angeles & San Francisco, CA
Account Manager

1988 to 1990

Achieved 200% sales increase in one year

The Angeles Group, Inc. was a start-up company that developed and marketed telecommunications management software to Fortune 500 Companies. Total sales exceeded \$5 million per year.

- Sold telecommunications software: Call-accounting, cable management, and network design analysis programs. Developed high-impact marketing strategies resulting in a 200% sales increase.

THOMSON CONSUMER ELECTRONICS, INDIANAPOLIS, IN
Area Sales Manager / Merchandising Coordinator / Training Manager

1984 to 1988

Developed highly successful training programs to significantly increase sales

Thomson is a global leader in consumer electronics with annual sales over \$5 billion.

- *Area Sales Manager.* Managed a \$6 million territory, selling RCA and GE brand products to major accounts. Developed advertising and sales programs to increase retail sales (TCE, CA).
- *VCR Merchandising Coordinator.* Directed marketing efforts in the West/Southwest Regions, administering inventory analysis, production scheduling and product line development (GE Consumer Electronics Business, IN).
- *Regional Training Manager.* Supervised sales and technical training for trainers in distributorships in the Eastern United States. Developed sales training programs and literature. Conducted internal sales seminars for RCA management and national accounts (RCA Consumer Electronics Division, IN).

Education & Selected Training

Bachelor of Arts Degree in Economics, 1984
UNIVERSITY OF MICHIGAN, Ann Arbor, MI

- Certified on OSHA regulations and risk management protocol for the operating room, 2001, 2002
- Certified Continuing Medical Education Facilitator for Nursing Education by Healthstream, 2000
- Graduate of Anthony Robbins' Mastery University Program, 1995, 1996
- The Dale Carnegie Courses, Sales and Strategic Presentation Courses (Group Leader), 1989-97
- Member of Toastmasters International, 1995, 1996, 1997 CTM, VP of Education
- Marion College, Indianapolis, IN: Executive MBA courses in Economics, Information Systems, Organizational Behavior, Principles of General Management, 1988