

Client Name, MBA

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Senior Sales Team Leader | Medical Device Territory Management | Revenue Growth Champion

Senior Territory Sales Manager

Orthopedic Sales • Territory Expansion • Consultative Selling • Relationship Building • OR Consultancy

Award-winning medical device sales executive with 16+ years of progressive leadership experience transforming underperforming territories into top-revenue producers through strategic market development, deep clinical expertise, and consultative surgeon relationships. Grew Zimmer Biomet territory 1,476% while sustaining 136% quota attainment and earning 2X Presidents Club recognition. Proficient in orthopedic extremity implants and biological products across reconstruction and sports medicine segments, with leadership acumen to build and mentor high-performing teams, develop territory expansion strategies, and influence key stakeholders at the surgeon, hospital, and executive level.

MBA-educated strategist who translates clinical depth and market intelligence into actionable go-to-market plans that capture competitive market share, accelerate revenue growth, and deliver sustainable business outcomes.

“Client’s biggest assets are his personality, work ethic, and ability to make fast yet lasting relationships.”

Team Mentorship & Development • Strategic Planning & Execution • Performance Management • Change Management
Stakeholder Influence & Engagement • Sales Training & Enablement • Resource Optimization • Conflict Resolution

Career Highlights: Results Exceeding Expectations

- ✓ **Territory Transformation:** Grew underperforming territory 1,476% from \$450K to \$7.09M over 11 years, earning 2X Presidents Club, 11 Attainment Achievement awards, and National Team of the Year recognition.
- ✓ **Quota Performance:** Exceeded sales quotas for 11 consecutive years with peak 136% attainment in 2024, delivering 16% sales growth and expanding territory from \$4.15M to \$6.2M through market penetration and account development.
- ✓ **Market Share Capture:** Grew territory revenue from \$4.15M to \$7.09M across 2024–2025, achieving 136% and 101.76% quota attainment with YOY growth of 16% and 14%, including triple-digit S.E.T. expansion (149%) and double-digit Recon gains across knees and hip, 2014 - 2025.
- ✓ **Customer Retention:** Maintained 100% customer retention rate since 2014 by delivering exceptional OR consultancy, product knowledge, and clinical support that positioned Zimmer Biomet as preferred partner for orthopedic surgeons.
- ✓ **Operational Excellence:** Implemented inventory management systems saving \$153K over 5 years and negotiated consignment agreements with 75% of hospitals, reducing costs by \$31K annually while maintaining product availability.

Executive Career History & Highlights

ZIMMER BIOMET, Chicago, IL • 2014 – Present

\$18.87B Fortune 500 leading global medical technology company specializing in musculoskeletal healthcare.

Senior Territory Manager

Manage \$7.09M orthopedic extremity and biologics territory, cultivating relationships with surgeons, physician assistants, and hospital executives while providing OR consultancy, product education, and clinical insights. Train and mentor team on account management, proprietary sales technology, cross-functional collaboration, and consultative selling.

2025 Performance Highlights:

- ✓ **Drove territory revenue from \$6.2M to \$7.09M (14.24% growth)** while achieving 101.76% quota attainment and expanding market penetration across both reconstruction and sports medicine portfolios.
- ✓ **Captured 26% growth in knee reconstruction and 20% growth in hip reconstruction**, establishing market leadership in competitive accounts through clinical excellence and surgeon education.
- ✓ **Accelerated S.E.T. (Sports, Extremities, Trauma) product line by 14%** through targeted surgeon recruitment and strategic case coverage, demonstrating versatility across multiple product portfolios.

2024 Performance Highlights:

- ✓ **Delivered 136% quota attainment and 16% sales growth**, expanding territory from \$4.15M to \$6.2M through strategic surgeon partnerships and account penetration.
- ✓ **Achieved breakthrough 149% S.E.T. growth and 36% knee reconstruction growth**, demonstrating ability to capture market share in high-growth specialty segments while maintaining core business.

Career Territory Transformation:

- ✓ **Transformed underperforming territory by 1,476% from \$450K to \$7.09M over 11 years**, earning 2X Presidents Club honors and 11 Attainment Achievement awards through consultative selling and clinical expertise.
- ✓ **Maintained 97% customer retention rate since hiring** by delivering exceptional OR consultancy, product knowledge, and clinical support that positioned Zimmer as preferred partner for orthopedic surgeons.
- ✓ **Implemented inventory management systems saving territory \$153K over 5 years** through KPI optimization, consignment agreements, and supply chain efficiency improvements.
- ✓ **Developed 50+ surgical technique guides and marketing materials adopted company-wide**, establishing thought leadership and accelerating new representative onboarding across national sales organization.
- ✓ **Orchestrated 3 targeted marketing campaigns increasing surgeon case volume by average of 41%** through educational dinners, hands-on training events, and clinical evidence presentations.

WRIGHT MEDICAL TECHNOLOGY (Acquired by Stryker), Chicago, IL • 2012 – 2014

\$5.4B (at acquisition) global medical device company specializing in extremity and biologic orthopedic solutions.

Senior Sales Associate

Spearheaded \$2.5M territory expansion strategy, providing product education, OR resources, and clinical consultancy to orthopedic surgeons across Greater Chicago. Coordinated educational programs and recruited emerging surgeons to establish market presence in competitive landscape.

- ✓ **Achieved 275% year-over-year sales growth and secured budget increases of 14% (2012) and 35% (2013)** through strategic surgeon recruitment and clinical education programming.
- ✓ **Expanded individual business development territory from \$307K to \$593K** by identifying emerging surgeons fresh from residency/fellowship, conducting cold outreach, and providing value-added OR consultancy.
- ✓ **Negotiated inventory consignment agreements with 75% of hospitals**, reducing shipping, handling, and expired inventory costs by \$34K annually while improving product availability for surgeons.
- ✓ **Earned 'Rookie of the Year' honors (only 1 of 12) by recruiting surgeons and residents** to local, regional, and national training programs, increasing territory number by \$525K in second year.

DIRECT SUPPLY, Milwaukee, WI • 2010 – 2012

Private, employee-owned high-volume supplier of equipment, services, and eProcurement technology.

Account Manager

Owned healthcare operations accounts, building relationships with administrators, purchasing departments, and facility leadership while providing consultative guidance on budgeting, compliance, and regulatory requirements including State survey processes and building/fire codes.

- ✓ **Exceeded budget quotas by 15% (year 1) and 25% (year 2)** by leading strategic marketing campaigns, competitive pricing strategies, and targeted outreach to key decision-makers.
- ✓ **Generated new territory growth to \$400K in under 8 months** through personalized networking, cold calling, and stakeholder relationship development across senior living and healthcare sectors.
- ✓ **Achieved 99% customer satisfaction** by collaborating within shipping, delivery, and finance teams to ensure service execution and rapid issue resolution.
- ✓ **Appointed new hire trainer for wheelchair product lines, onboarding 75+ representatives** while increasing wheelchair sales 23% above quota for consistent 2.5-year period.

Early career experience as youngest **Director of Training** in company history for **LEARNINGRX** • *Recruited, hired, and managed team of 25, overseeing quality improvement of educational programs while training staff on proprietary learning techniques. Conducted monthly improvement sessions and led training meetings to maintain excellence in service delivery.*

Education

Master of Business Administration, Healthcare Management • Benedictine University • Lisle, IL • Dean's List
Bachelor of Arts, Secondary Education • Drake University • Des Moines, IA • Pi Kappa Alpha • Dean's List
Professional Certifications: The Challenger Sale (Sphere) • Miller-Heiman Strategic Selling

Professional Awards & Recognition

2X Zimmer Biomet Presidents Club Award Winner • Zimmer Biomet National Team of the Year Award
11X Quota Attainment Achievement • Wright Medical Rookie of the Year
Direct Supply Bronze, Silver, and Gold Sales Awards • LearningRx Youngest Director of Training (Company History)