

# BRIAN E. BRADLEY

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## MEDICAL DEVICE & SOFTWARE SALES SENSATION

Independent Sales Pacesetter ~ Regional & National Sales Team Leader ~ New Product Launch Luminary

Produced millions for both a Fortune 500 healthcare giant and a medical software startup by becoming an expert in:

Territory Strategies & Plans ■ Market Penetration & Expansion ■ Employee Empowerment & Retention  
Contract Development & Negotiation ■ Profit Maximization ■ Due Diligence ■ C-Level Presentations

*Consultative sales champion who never fails to prepare competition-eclipsing due diligence in order to thoroughly digest a client's problems and needs before packaging and articulating 1) how I will help solve **their** problem, 2) how **their** patients will benefit, and 3) how the solution will ultimately improve **their** bottom line.*

### PROFESSIONAL EXPERIENCE

ABBOTT LABORATORIES • Houston, TX • Dec. 2006 to present

*MedTech's GlucoWise® was sold to Boston Scientific Corp. in 2008 before being acquired by Abbott in 2012.*

**Regional Vice President (06/14–present)**

**National Sales Manager (01/11–05/14) ~ Clinical Business Development Manager (12/06–12/10)**

**Markets:** Teaching Hospitals ■ Biomedical Organizations ■ Materials Management ■ C-Suite Hospital Executives  
Cardiovascular Specialists ■ Nursing Leadership ■ ICU & NICU Nurses ■ Pharmacies ■ Anesthesiologists ■ IT

*As the very first sales rep brought on once GlucoWise® earned FDA approval, lent healthcare sales expertise to help determine target markets, and set pricing before single-handedly defining and leading sales strategies and teams that have generated up to \$3.9M in annual revenue for a market-leading suite of glucose management software solutions.*

0 to 64	\$8.7M	\$17.8M	51%	\$3.9M	123%
New Accounts	Independent Sales	Team Sales	Total Product Revenue	Total 2014 Revenue	of Quota Q1 2015

- ▶ **Identified ideal prospects and packed PowerPoint presentations with published literature and clinical outcomes** to secure Magnet-certified large cardiovascular and teaching hospitals as early adopters.
  - Market launch strategy was so successful that in 2007, **secured a top account that has produced \$2.4M to date.**
  - **Ranked as the top sales performer** out of up to 14 reps for the first 4 years the tool was on the market.
- ▶ **Earned promotion to leading up to 5 sales reps and 5 clinicians as National Sales Manager for 3+ years** after outperforming targets while negotiating and closing annual contracts from \$13.6K to \$298K.
  - **Boosted YOY sales 57.7% in 2013** by advocating for product pricing, feature, and sales material updates and motivating reps to definitively determine prospects' needs prior to delivering client-centric presentations.
- ▶ **Relied upon heavily during both Boston Scientific and Abbott acquisitions** to partner with and educate executive and operations leadership on the product and sales process and ease the transition for other retained colleagues.
  - **Managed the migration of data and training after initially instituting Salesforce.com**, transitioning to Microsoft CRM, then returning to Salesforce.com following leadership changes.
- ▶ Since appointment as Regional VP in July 2014, **returned to front-line sales** – developing pipeline, drafting RFPs, representing Abbott at trade shows, and securing new accounts – **to exceed quota 23% in Q1 2015.**

### 2014 HIGHLIGHTS

- ▶ Crushed company record by closing **14 new accounts.**
- ▶ **Selected to cover ½ the nation** as the sales team was drawn down from 14 to 2.
- ▶ Secured the 1<sup>st</sup> **international contract** worth \$48M annually.

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MOLINA HEALTHCARE, INC. • Houston, TX • May 2002 to Nov. 2006

*Nutricia* (a unit of 3M) sold its adult medical nutrition business to *Molina Healthcare* in 2004 for \$385M, before *Molina* (with sales of @ \$950M and 2K employees by 2006) was sold to *Solace Nutrition* in 2007 for \$2.2B.

**Regional Sales Manager** (12/04–11/06)

**Regional Account Executive (RAE)** (05/04–12/04) ~ **Account Manager (AM)** (05/02–05/04)

**Markets:** Home Health Agencies (HHA) ■ Long Term Acute Care (LTAC) & LTC Facilities ■ Hospice ■ Distributors  
Hospitals ■ Managed Services ■ Biomedical Orgs ■ Pharmacies ■ Anesthesiologists ■ Payors ■ Providers  
Medical Practices ■ Materials Management ■ Dialysis/Infusion Facilities ■ ICU & NICU Nurses  
Integrated Delivery Networks (IDNs) ■ Group Purchasing Orgs (GPOs) ■ C-Suite Executives

*After exceeding KPIs at 150% of goal as a sales pro new to the exciting world of healthcare, rapidly moved up to leading 9 direct reports in the sale of hundreds of adult medical nutrition products across the 7-state Southwest region.*

- ▶ **By developing and implementing wildly successful sales strategies and profitable growth targets** for disease-specific enteral nutrition formulas and feeding pumps, surgical feeding tubes, OTC oral supplements, and medical food products as an AM – and delicately handling the transitions, layoffs, and consolidations when Molina bought the business from Nutricia – was promoted to work directly with C-level executives and distributors as a RAE.
  - **Elected to serve as a medical device technical product advisor for 15 account reps covering 8 states**, based on positive feedback from previously trained nurses, physicians, and other device dispensers.
- ▶ After just 6 months as a RAE, promoted to Regional Sales Manager to **oversee a \$21M profit and loss (P&L) margin** for the TX, AZ, CO, NV, OK, NM, and UT region while **coaching and leading a team of 7 account managers and 2 regional account execs** in the implementation of sales and client relationship development strategies across healthcare channels.
  - **Empowered and motivated direct reports to run their territories as their own businesses** while aiding them in evaluating P&L, educating them on product mix advantages, and making sure direct reports were capitalizing on the industry-leading tools and training made available by Molina.
- ▶ **Graciously declined Molina's offer to relocate** as the company transitioned to Solace Nutrition in order to take sales savvy to the software startup arena.

## 2006 WINS

- ▶ Landed **the region's biggest contract** at the time, \$1.2M.
- ▶ Ranked as the **#2 region** in a division with \$120M in annual sales volume.
- ▶ **Surpassed goals by 8% to 124%** across 7 different product and customer categories.
- ▶ Gained recognition as the **#4 region in the nation** (out of 22).

## TRAINING & PROFESSIONAL DEVELOPMENT

Miller Heiman • Herman Brain Dominance Instrument • Large Account Management Processes • Profile XT  
Performance-Based Results • Front Line Management • Maximize Your Sales Training Budget  
Registered Medical Sales Representative (RMSR) • Situational Leadership • Solution Selling

## TECHNOLOGY

SalesForce.com • Microsoft CRM • MS Office • Project • Outlook • SharePoint • Miller Heiman • SaaS • SAP  
Siebel • Lotus Notes • QT9 • Basecamp • Oracle • SQL Server • Citrix • Cloud • LAN/WAN • SDLCs

## EDUCATION

**Bachelor of Liberal Arts (BLA) in Business** • UNIVERSITY OF DENVER • Denver, CO • 2002

I was ecstatic that “Brian” chose me to tell his career story. Combining his progressive roles with each employer (rather than separating them out) allowed his story to flow and helped me keep his impressive career to 2 pages. I crafted brief explanations of the acquisitions he’d been through, as they were key to his story and demonstrated his ability to adapt to repeated changes in work environment, company direction, and leadership (an aspect I boiled down in his cover letter to “...6 changes in company/product ownership and countless changes in leadership over my 13+ years...”). The color and shading I applied drew attention to some of “Brian’s” competition-crushing achievements and the markets he worked within while also helping to keep the bulleted volume light. “Brian” was thrilled to start using his resume to wow recruiters the same way it wowed him.