

SAM SMITH, M.B.A

123 Any Street • Any Town, USA 12345

Mobile Telephone: 123.456.7890 • Home Telephone: 123.456.7890 • Email: samsmith@hotmail.com

BUSINESS DEVELOPMENT LEADER WITH 18+ YEARS OF PHARMACEUTICAL SALES EXPERIENCE

EXECUTIVE SUMMARY

A performance-oriented Sales and Marketing Professional with a large rolodex of dermatology hospitals, doctors, government officials, major distributors, and institutions throughout the United States and China and a consistent track record in identifying and developing new business, establishing and nurturing strong client relationships, meeting and exceeding key performance objectives, and successfully directing high-performance teams within the pharmaceutical arena. Skilled communicator, presenter, and facilitator adept in creating unique approaches and programs that drive business growth and deliver top sales results. Consistently recognized for ability to increase revenues, profits, and market share through expertise in market penetration, relationship management, and unparalleled service delivery. Extensive international experience at the director-level in China, Japan, Hong Kong, Singapore, Australia, and the Philippines. Highly developed interpersonal, organizational, time, territory, and account management skills. Microsoft Office, Sales Force Automation Software, Quest, and Quest Analyzer proficient. Fluent in Mandarin Chinese.

CORE COMPETENCIES

- *New Business Development*
- *Physician/Staff In-Servicing*
- *Territory Management/Growth*
- *Brand Marketing/Promotion*
- *Regulatory Affairs/Compliance*
- *Account/Project Management*
- *Strategic & Market Planning*
- *Profit/Quota/Goal Attainment*
- *Vendor/Supplier Relations*
- *Staff Supervision/Training*
- *Presentations/Group Facilitation*
- *New Product Introduction/Launch*
- *Contract Preparation/Negotiation*
- *Networking/Referral Generation*
- *Seminar/Workshop Coordination*

EDUCATION

Master of Business Administration - Villanova University, Villanova, Pennsylvania

Bachelor of Science in Economics - Beijing Polytechnic University, Beijing, China

PROFESSIONAL EXPERIENCE

ABC Company Any Town, USA Jan. 1996 - Present
Executive Sales Representative (Jul. 2003 - Present)

- Initiated the sale of various topical products for acne to specialists', dermatologists, pediatricians, podiatrists, and primary care physicians (PCP's) throughout Pennsylvania, Delaware and parts of Maryland for one of the leading global pharmaceutical companies in the world.
- Identified, actively prospected, and acquired new business opportunities; conducted product demonstrations and coordinated and led lunch-and-learns, dinner presentations, and workshops.
- Established and maintained key client accounts and developed a loyal customer base and referral network; stayed abreast of product developments by networking with dermatologists and reading industry magazines.
- Maintained stringent sales quotas for designated priority accounts; optimized sales and ROI.
- Created and executed a successful marketing campaign and effective strategy planning.
- Attended, exhibited, and participated in regional trade shows and industry-related seminars.
- Organized Speaker Dinner Programs; increased company brand-awareness among key physician markets.

Selected Accomplishments:

- Met and or exceeded quota six (6) out of seven (7) eligible years and earned merit increases, bonuses, promotions, and performance points frequently as a result of strong performance.
- Ranked # 1 (out of seventy (70) Sales Representatives) in the country for sales goal attainment, Q1, 2010.
- Consistently exceeded monthly revenue quotas and ranked in the top five (5) regionally for sales of key products', volume, and market share growth.
- Won numerous sales contests including #1 Rep in the nation for ABC Company pump share (out of 160 reps).
- Recognized as the #2 Sales Representative in the country for ABC Company pump market share, 2008.
- Awarded Representative of the Quarter Honors: Q3, 2007, Q1 and Q2, 2008.
- Earned Quarterly 4 x 4 Championship Honors (100%+ goal attainment in all four (4) products), Q1 - Q4, 2006.
- Improved overall quarterly ranking in the region; consistently surpassed sales goals and grew market shares.

PROFESSIONAL EXPERIENCE (CONTINUED)

Product Manager, Marketing (Mar. 2002 ~ Jun. 2003)

- Administered, designed, and executed a set of planned marketing programs of topical acne products including Klaron and BenzaClin; collaborated closely with the advertising agency to create effective selling tools.
- Managed the brand A&P budget; identified the major targeted physicians' needs based on market analysis.
- Spearheaded a sales team of 160; communicated with sales force on selling strategies and trained team on messaging and sales tactics.
- Worked with regulatory affairs and legal departments on selling materials.
- Conceptualized and delivered brand marketing plans and weekly product performance updates to upper management; presented at numerous regional/national sales meetings on brand plans, performance data, etc.

Selected Accomplishments:

- Doubled Klaron Lotion sales from previous year, 2003.

Manager, Professional Relations, Marketing (Jan. 2000 - Feb. 2002)

- Established and maintained a consistent corporate image on a global basis and developed and executed ABC Company's corporate programs.
- Designed and implemented marketing campaigns at national/international medical conventions, tradeshow, and exhibits; selected levels of sponsorship for various medical societies and conceptualized a corporate advertisement campaign for major medical journals and conventions.
- Planned and executed the physician educational program along with various marketing campaigns at different conventions including AAD, AAP, AAFP, and EADV (International Dermatology Convention) as well as global dermatology conventions in Austria, Singapore, Switzerland, England, and France to maximize ABC Company's corporate and product images.

Director, Marketing and Sales - ABC Company China (May 1997 - Dec. 1999)

- Managed ABC Company China's sales, marketing, and regulatory department; generated, directed, and executed marketing and sales strategies to achieve budget established by U.S. headquarters.
- Led a staff of forty (40) including eight (8) direct reports; provided ongoing direction and support.
- Recruited, trained, coached, and motivated sales managers and representatives; determined and implemented a successful bonus system/structure to motivate the sales force and maximize revenues.
- Managed the A&P budget and oversaw a staff responsible for all marketing activities.
- Administered product registration and approval by China's public health government; negotiated term sheets, licensing, and supply agreements, supervised drug registration documentation arrangements and submission to the government, and coordinated between various government officials to obtain drug approval for sale and marketing in China.
- Established long-term working relationship with key Chinese government agencies including the Bureau of Public Health and the State Pharmaceutical Bureau.

Selected Accomplishments:

- Broke even on P&L statement for the first time in company history, 1999.
- Earned Overseas Manager of the Year Honors, 1998.

Project Manager, Asia (Jan. 1996 - Apr. 1997)

- Assisted and coordinated the sales and marketing plan with ABC Company's distributors throughout Asia.
- Traveled to the Philippines to assist in the launching of Benzamycin; trained the local sales force on how to sell Benzamycin in Lebanon, Egypt, and Turkey.
- Attended worldwide partner meetings in Mexico.
- Coordinated distributor orders with the manufacturing factory in Puerto Rico.

CERTIFICATIONS

Certified in Various Government Compliance Training

PROFESSIONAL DEVELOPMENT

- Advanced Closing • Competitive Selling • Customer Retention • Pharmaceutical Marketing for Product Managers

References Furnished Upon Request