

BUSINESS RELATIONS & SALES MANAGEMENT LEADER

Building High-Performing Teams to Drive Revenues for New & Repositioned Business Divisions
Advancing Client Relationships | Strengthening Patient Education

Accomplished and agile Market Strategy Executive with proven experience in identifying, analyzing and exploiting market opportunities within a variety of organizational structures and corporate development stages. Results-driven business partner and team builder with demonstrated, repeat success in developing successful teams and organizations. Creative and multi-disciplinary executive renowned for identifying cryptic connections among players from various environments using multi- and cross-disciplinary approaches to deliver innovative solutions. Proven leader with outstanding relationship building skills, strong communication abilities and exceptional emotional intelligence that excels in matrix and hierarchical structures.

- **Business, Marketing & Product Branding Strategy**
- **Plan Formulation & Results-Generating Execution**
- **Change Management & Resource Allocation**
- **Quality Control, Process Audit & Logistics**
- **Distribution Channel & Client Relations**
- **Business Trend Identification & Forecasting**
- **Talent & Performance Management**
- **Fiscal Accountability & Goal Achievement**

ARMSTRONG THERAPEUTICS, INC., Baltimore, MD

2006 – present

A biotechnology firm specializing in emerging neurological therapies for nervous system disorders with a \$1.4 Billion market capitalization.

Business Relations Director (October 2010 – present)

- Appointed to create a new position to grow select regional accounts using customized business solutions integrating managed care, specialty pharmacy distribution, marketing, legal and sales management areas to improve service delivery.
- Lead grassroots advocacy and expand effectiveness of product message within the healthcare practitioner community, key industry organizations, internal corporate audiences, local communities, government agencies, insurance companies and non-profits.
- Anticipate trends and remain abreast of current scientific and industry knowledge to formulate strategies and implement plans creating opportunity, capitalizing on market shifts and driving market penetration.

Area Business Manager (October 2006 – October 2010)

- Led a four-state business region with market analysis, strategy development, initiative deployment and fiscal goals setting.
- Grew entire business unit's average dollar volume of sales 347% from 2006 to 2009.
- Selected by leadership and peer group to spearhead several key corporate projects, such as developing departmental performance metrics, devising customer relationship management systems and introducing a corporate values program.
- Received the 'Winners Circle Award' for expanding the top-ranked business unit by 32% in US Sales in 2010 and placing first in sales among Area Business Managers.
- Ranked 4th for total market share in 2010 with a significantly reduced and restructured product territory from year prior.
- Awarded #1 Area Business Manager, National Highest Capsule Dollar Volume and National Highest Market Share Awards in 2009 and exceeded \$3.2 MM in US sales during this economically challenged period.
- Exceeded goal by 16% achieving top ranked business unit in Eastern region in (116% of goal) for 2008 and 2007.

EMECLEX, INC., Charlotte, NC

2004 – 2006

A start-up, privately owned, medical software technology company developing clinical trial development solutions.

Manager, Business Development

- Cultivated marketing strategy and identified best use of human capital resources to deliver customized client solutions.
- Successfully generated company's first sale valued at \$50,000 within six months of launch.
- Built a pipeline exceeding \$7 MM in premier medical centers and government agencies within first year.

Resumes For Sales And Marketing

L Darling-Hammond



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