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MEDICAL DEVICE SALES PROFESSIONAL

“Driving Revenue by Fostering Relationships with Operating Room Management, Surgeons, and Staff.”

Prospecting
Cold Calling

Hands-on Staff Training
Hospital Board

Networking
Client Service

Client Service
Account Remediation

PROFESSIONAL EXPERIENCE

ABC Surgical, Miami, FL, 2012 – Present (www.abcsurgical.com)

Account Executive – NYC Metro Territory including the 5 boroughs, Westchester, Rye, Western CT, parts of New Jersey, and all other New York territory up to Albany.

Assigned executive charged with sales of *The D-Help Advanced Laparoscopic Care Kit*, the only endoscopic visualization system designed to keep the laparoscopic lens defogged and clean from start to close.

Challenges → Prior sales representatives assigned to this territory had already presented the product to all of the major hospitals and systems and did not obtain sales success. Role required developing a more robust sales strategy and securing demonstrations to Operating Room staff that had already been pitched.

- Consistently maintained status as top sales representative in region of 7 direct representatives and achieved #1 direct representative nationally on several occasions.
- Leveraged relationships with fellow sales reps from other companies enabling penetration into new accounts and mushroom leads for potential business.
- Quickly developed a strong understanding of product, competition, Operating Room protocol and necessary etiquette to become a trusted and leading authority in the industry.
- Provided the highest level of customer service to each and every account regardless of the size or status.
- Taught operating Room staff how to properly use our product through hands-on instruction during live surgeries.
- Presented at Board Meetings and to Value Analysis Committees an analysis on product benefits and cost-savings in quest for hospital approval.
- **Closed accounts in almost every major hospital and service provider in territory:**

Results In Action →

- ▶ **Prospected and closed over 50 accounts.**
- ▶ **Broke every sales milestone set previously by manager.**
- ▶ **Grew new territory from 0 to \$1.25M annualized revenue within the first two years of tenure.**

**Mt. Sinai | Montefiore Medical Center | New York Presbyterian - Weill Cornell | NYU Medical Center
Columbia Presbyterian | Robert Wood Johnson | Westchester Medical Center | Mt. Sinai Beth Israel
New York Presbyterian | Yale-New Haven Hospital | Continuum Health Partners | HealthEast Care System
Bon Secours Health System | HartfordHealth Care | Ascension Health | North Shore- LIJ Health System**

*ABC Surgical was acquired by DStart in April 2014, subsequently all employees were laid off.