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Grace Walker
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Dear Ms. Walker,

Whether landing the biggest medical supply and equipment contract for a **large, structured Fortune 500 corporation**, or serving as an industry sales expert – defining market strategy to launch and lead the accumulation of \$3.9M+ in annual healthcare software solution revenue within a **small startup environment** – I've learned how to adapt to and **navigate differing customer personalities and needs**. I know how to keep it short and sweet so that swamped hospital and medical facility staff and managers can get back to the busy business of delivering patient care and to do my due diligence to make every minute with C-suite decision makers count.

I also know the importance of serving as a **trusted partner to my company's leadership team**, something that's not only professionally gratifying, but that has served me well during 6 changes in company/product ownership and countless changes in leadership over my 13 years exceeding sales goals in the healthcare industry.

Over the past 8+ years with GlucoWise®, I've independently captured:

- ▶ 4 consecutive years as the #1 sales performer nationwide.
- ▶ A top annually renewing contract of \$298K.
- ▶ \$2.4M in revenue from a single account.

During that time, I've also led up to 10 sales reps to:

- ▶ Manage sales cycles up to 24 months.
- ▶ Close 14 new accounts in a single year (2011).
- ▶ Generate a 57.7% YOY sales revenue increase (2012 to 2013).

While I maintain my passion for the lifesaving product I've taken from zero dollars and zero brand recognition to a market-leading suite of software solutions garnering \$17.8M in revenue, I have decided to dip my toe into the opportunity pool to test the waters. I trust your confidentiality as I explore my options and would welcome the chance to speak with you to see how I might help take sales team effectiveness to the next level for one of your top clients.

Sincerely,

Brian E. Bradley

Brian E. Bradley

HEADLINE

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

PROFILE SUMMARY

During my 10+ years exceeding the goals of medical device, software, and supply companies, I've had the privilege of partnering with and serving:
C-Suite Hospital Executives • Medical Practices • Teaching Hospitals
Managed Services • Payors • Providers • Materials Management
Nursing Leaders • Biomedical Organizations • Cardiovascular
HHAs • LTC & LTAC Facilities • Hospice • Distributors
ICU • NICU • Pharmacies • Anesthesiologists • IT
Dialysis/Infusion Facilities • IDNs • GPOs

By thoroughly digesting a hospital or facility's unique problems and needs beforehand, I make the most of every influencer and decision maker's time, boiling it down to the basics:

- 1) How I'll help solve THEIR problems,
- 2) How THEIR patients will benefit from our solution, and
- 3) How our partnership will ultimately improve THEIR bottom line.

And by guiding sales reps under my leadership to take the reins and control their own success, I've not only helped cultivate several award-winning reps who've produced millions in annual revenue, but I've ensured that our customers receive the highest level of service at all times.

Now that's what I call a win-win-win.

Specialties:

- Sales Team Leadership
- Territory Strategies & Plans
- Market Penetration & Expansion
- Employee Empowerment & Retention
- Contract Development & Negotiation
- P&L & Budget Oversight
- C-Level Presentations
- Profit Maximization

EXPERIENCE

Regional VP / National Sales Manager / CBDM

Abbott Laboratories
December 2006 – Present

Regional VP • 06/14–present
National Sales Manager • 01/11–05/14
Clinical Business Development Manager (CBDM) • 12/06–12/10

BACKGROUND:

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

As the very first sales rep brought on once GlucoWise® earned FDA approval, it was the opportunity of a lifetime to broaden my healthcare sales expertise by collaborating to determine target markets and set pricing before defining and leading sales strategies and teams that have generated millions in annual revenue for our market-leading suite of glucose management software solutions.

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By identifying hospitals and facilities with patients in need of our innovation and packing presentations with published literature and clinical outcomes to support GlucoWise®'s benefits, I earned Magnet-certified large cardiovascular and teaching hospitals as early adopters, and we've been expanding our list of esteemed healthcare providers ever since.

Introducing a specialized solution like GlucoWise® was no easy task, yet I managed to rank #1 in sales performance its 1st 4 years on the market. It got even better once I was trusted to recruit, train, coach and lead 5 sales reps and 5 clinicians as a National Sales Manager. Together, my top-notch team and I have:

- ▶ Managed sales cycles up to 24 months.
- ▶ Closed up to 14 new accounts in a single year.
- ▶ Generated a top 57.7% YOY sales revenue increase.
- ▶ Expanded our market by securing the 1st international contract.
- ▶ Produced a total of 49%+ of the solution's revenue since its 2007 launch.
- ▶ Helped improve the quality of life and save thousands of patients nationwide.

My pride in and passion for the product I've taken from zero brand recognition to a market-topping suite of software solutions have been unwavering. That may be why after nearly 9 years with GlucoWise®, I continue to exceed quotas and client expectations.

Regional Sales Manager / Mid-Atlantic Market Director / RAE / AM

Molina Healthcare, Inc.
May 2002 – Nov. 2006

Regional Sales Manager / Market Director • 12/04–11/06
Regional Account Executive (RAE) • 05/04–12/04
Account Manager (AM) • 05/02–05/04

BACKGROUND:

Nutricia (a unit of 3M) sold its adult medical nutrition business to Molina Healthcare in 2004, then Molina was acquired by Solace Nutrition in 2007.

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

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Once I was promoted to presenting options directly to C-level executives and distributors of disease specific enteral nutrition formulas and feeding pumps, surgical feeding tubes, OTC oral supplements and medical food products (and rocking territory targets), I knew I'd found my niche.

After just 6 months making stellar headway with corporate execs, I was promoted yet again, this time to a Regional Sales Manager overseeing a \$21M P&L margin for a 7-state region (TX, AZ, CO, NV, OK, NM and UT) who empowered and motivated a team of 7 account managers and 2 regional account execs to run their territories as their own businesses.

By using and putting into action some of the industry-leading tools and training made available by Molina and completing the due diligence that guaranteed we were presenting product and pricing options that met THAT distributor or facility's distinct needs, by the time I left in November 2006, my team and I had already:

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

Had I not declined Molina's offer to relocate, who knows what other quotas or goals I could have led my team in smashing.