

DISTRICT BUSINESS MANAGER

Proven, awarding winning, energetic, adaptable, fun, dynamic leader and developer of people with a positive can do attitude. Consistently achieves goals by hiring well, being organized, competitive and tenacious, planning and executing, coaching for excellence, focusing on the customer, creating a motivating environment through empowerment and development, and holding employees accountable. Skills include:

- High Sense of Urgency
- Extremely Organized, Multi-Tasker
- MBA, 4.0 GPA
- Ensures Accountability and Compliance
- Developer and Motivator of People
- Adept at Interviewing and Hiring
- Easily Adapts to Change, Flexible, Agile Learner
- Presentation and Communication Abilities
- Proven Coach, Mentor, Leader and Winner
- Analytical and Strategic Problem Solver
- Positive, Fun, Can Do Attitude, High Energy
- High Technology Background

PROFESSIONAL EXPERIENCE

Pfizer, Phoenix AZ, Honolulu, HI

Sept 2011-Present

District Sales Representative Primary Care, Territory Manager Specialty Care Vaccines

Pfizer/Wyeth, Honolulu, HI

2003-Sept 2011

District Business Manager

Responsible for leading various District versions of up to 12 sales representatives covering the State of Hawaii for the Primary Care, Hospital and Psychiatry divisions including residents. Therapeutic areas include pain (OA, FM, pDPN), neuroscience (depression, hypnotics, Alzheimer's), antibiotics (IV & oral), gastroenterology (PPI), cardiovascular (VFib/Tach, hypertension, more), COPD, vaccines, OTC, OB/GYN and more.

- Presidents Recognition National Sales Award (**Summitt**) winner (top 5% of District Managers nationally) four of seven years including 3 straight, 2007-2009. Missed 2010 by only 2 ranking positions.
- **2010:** Ranked #1 out of 16 RBU West states for TRx Actual versus TRx Budget 103.4%. 96% for Celebrex TRx Budget with Evolution Index ranked 4/16 states in RBU West, 101% for Lyrica 1/16 and 108% for Spriva 1/16. RBU Summit ranking 6/35 (top 4 won) at 100.27% quota attainment.
- **2009:** Primary Care zone rank 1/58, Psychiatry zone rank 1/14, Hospital national rank 10/40
- **2008:** Primary Care zone rank 10/65, Psychiatry zone rank 1/16, Hospital national rank 2/40.
- **2007:** Primary Care zone rank 3/56, Psychiatry zone rank 1/14 Hospital national rank 6/48.
- Achieved **top annual review competency rating 5/5** 2007-2009 and 4/5 2010.
- **Developed** talented, highly rated employees resulting in 4 divisional promotions, 10 within title promotions and 12 Presidents Recognition Award (Summitt) winners from my teams.
- **Built engaging teams** using active development plans and empowerment tactics. High Gallup "The Workplace Q12® Index Score" of 4.37 (worldwide Best Practice level) and a much higher than average Emotional Intelligence score of 90 (top level - highly competent) both from multi-rater 360° feedback.
- **Assigned leadership roles** beyond District (some becoming RBU Best Practices) such as Compliance Champion, national Pain Platform committee and a Finance department preceptorship. Trained District members and Area District Managers on programs such as StrengthsFinder, DiSC, 212° the extra degree, data analytics, development plan creation, championed Shape Up program, mentor new District Managers.
- **Promoted 5 times** within DM title to the highest level – District Business Director Level II
- **Administered annually \$22 million in revenue** and \$1.5 million in employee expenses.
- **Demonstrated adaptability**, flexibility and learning agility during times of change by leading effectively and positively through 6 reorganizations and multiple product launches across 3 divisions.
- **Applied exceptional organizational skills** to manage a broad portfolio and diverse sales (3 divisions) team associated with the unique position of Universal DM while consistently producing top results.
- **Implemented competency based coaching** with a focus on excellence. Held representatives accountable with developmental or performance improvement plans and strict compliance adherence.
- **Overcame obstacles** by facilitating District and RBU wide strategy/tactic creation (some becoming RBU Best Practices) such as Where We Will Play - How We Will Win, Multi-channel marketing, representative differentiation, bi-monthly teleconferences, top account targeting, selling skills development (WUUIT), Payer Sweet Spots and knowledge, Quick Draw product training, 8 calls in 4 weeks and Trend Break contests.
- **Built strong relationships** with marketing, analytics, government, legal, medical, PAC cross functional teams.

WYETH, Honolulu, HI**Area Account Manager**

1993-2003

Responsible for selling the entire product line to Hawaii hospitals (Commercial, Kaiser and Federal). Therapeutic areas included IV antiarrhythmics and antibiotics, ACE inhibitors, low weight molecular heparin, biologicals (TNF inhibitors, injectable synovial fluid), vaccines (pediatrics, flu), NSAID'S, antidepressants and hypnotics, antihypertensive, estrogens and contraceptives, proton pump inhibitors. Negotiated managed care contracts, including formulary positioning, and solved reimbursement issues with medical insurance companies in Hawaii. Serviced drug wholesaler and retail pharmacy chain accounts. Managed hospital product contracts.

- Consistently exceed sales budgets. Examples include 1997: Zosyn and Effexor sales up 80% and 132%, 1998: Zosyn and Cordarone IV sales up 83% and 158%, 1999: Zosyn and Effexor sales up 119% and 111%, 2000: Zosyn and Cordarone IV sales up 130% and 770%.
- Awarded Radnor Cup in 2001 for sales excellence. Zosyn market share above 30% compared to 25% goal. Cordarone IV sales up 69% compared to 57% goal. Effexor and Altace sales up 33% and 125% with Altace Rx's moving to 665 from 118 at Tripler AMC. Protonix up 999% with \$1.9 million sold.
- Over 50 P&T presentations and formulary wins including 1st in the nation at Kaiser and Federal.
- Promoted 4 times in 7 years with the Career Ladder Program which considers tenure, training, competency and performance. Completed the Certified Medical Representative Program from the CMR Institute.
- Go to guy boosting representative sales in troubled areas. Results include Synvisc up 53%, NSAID's volume up 100%, Enbrel growth above goal and Area averages.
- Role model for teamwork and leadership excellence within the District plus consistently high competency ratings resulted in promotion to District Manager.

Territory Representative

1992-1993

Responsible for sales of the cardiovascular, smoking cessation and antibiotic product line.

ICL/FUJITSU, Honolulu, HI**Account Manager**

Opened Hawaii office. Sold large computer systems to law firms. Developed marketing growth strategy for new and existing accounts. Coordinated a service and support team of four.

WANG LABORATORIES, Honolulu, HI**Senior Sales Representative**

Sold Wang Minicomputer, PC's, Networking, Imaging, PBX and Software Application products to law firms, hospitals, distribution, title & escrow and government accounts.

- 3 National Sales Awards for exceeding 100% of quota.

Marketing Specialist Asia

Spearheaded new product introduction in 14 Asian countries for staff and customers. Acted as marketing strategist and liaison between Boston corporate and Asia offices. Traveled extensively.

Conducted marketing and product presentations, demonstrations and training on new technology resulting in local sales increases.

IBM, Honolulu, HI**Marketing Specialist**

Product sales (small computer systems, memory typewriters, PC's), account servicing, tradeshow, telemarketing and senior sales staff support. Received IBM sales and product training.

EDUCATION

MBA with Marketing Concentration, Chaminade University of Honolulu, 4.0 GPA.

Outstanding MBA Marketing Student

Member Mu Kappa Tau - National Marketing Honor Society.

BBA in Marketing, Chaminade University of Honolulu – Legislative Internship