

MAXINE SIDNEY-REMINGTON

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SALES-MARKETING-BUSINESS MANAGEMENT

Industry legacy for leading startup and high-growth pharma companies to consistently rank #1 and #2

SPECIALIZING IN PHARMACEUTICAL SALES & VETERINARY CARE SERVICES

FOCUS: Regional and National Sales & Marketing of New Drug Indications



Record of Market Share and Revenue Gains Selling Into Traditional & Non-Traditional Segments

Managed Care, Medicaid, Government, Long Term Care, Medical Centers, Veterinary Hospitals, Cardiology, Allergy, Gastroenterology, Urology, Ophthalmology, Rheumatology, Women's Health, Obstetrics, Gynecology, Pediatrics, and Psychiatry.

CORE EXPERTISE

Sales & Business Management

- **Large Sales Territory Control**
- **Workforce / Team Leadership**
- **Sales Training Program Design**
- **Product Launch Management**
- **Financial Analysis & Reporting**

Entrepreneurial and tenacious sales, marketing, and business management executive with an accomplished career that notably includes eight years with a blue-chip pharmaceutical company, earning status as the company's first female employee promoted to Senior Business Director; and earlier positions as Director of Sales & Marketing with ABA Meds and Director of Sales & Marketing for Premier Health. Founded and currently run a highly niche, field-based veterinary care service. Hold degrees in Chemistry and Marketing.

PROFESSIONAL EXPERIENCE

MOBILE PETVET, New York, NY, 2009 - Present

PARTNER / SALES & MARKETING MANAGER

Drove visibility and customer lead generation by seeding relationships with veterinarians, starting with a six-vet office that is still a source of business. Meet with vets to discuss client feedback, animal diseases, and medications. Administer Nilusni, Xoc2 inhibitors, and non-steroidal anti-inflammatory meds to companion animals with diabetes, arthritis, and thyroid conditions, as well as renal and congestive heart failure.

- **Mapped a solid plan** that paved entry into the competitive pet sitting space.
- **Built base to 300+ accounts** within a ten-mile radius operating with one partner.
- **Changed the business model** by adding medical services; expanded 15%+ yearly.
- **Conducted a study** on dog / cat food that landed a top-brand distributorship.

Retain #2 spot in a market with a 90% failure rate > 3 years

PREMIER HEALTH, New York, NY, 2007 - 2009

DIRECTOR OF SALES & MARKETING

Co-architected a branded pharmaceutical company, capturing multi-million dollar revenues by end of second year. Developed a business plan that defined Premier Health's mission and corporate infrastructure, covering HR management, strategic marketing, and business development; field sales, trade distribution, and managed care; and contract administration, sales analysis, and financial reporting activities.

- **Exploded onto the market** with 165 sales reps and 15 sales managers.
- **Opened new territories** targeting GP, FP, OB/GYN, GYN, and internists.
- **Launched** Elozanyg, Korcim, and Sisemep prenatal vitamins, surpassing targets.
- **Authored training modules** on promoted products for sales representatives.

Led market entry plan for Women's Health; OB/GYN category

ABA MEDS, New York, NY, 2005 - 2007

REGIONAL DIRECTOR OF SALES BUSINESS UNIT

Directed a six-region sales territory through training and leadership of 123 sales reps and 10 managers. Crafted strategic marketing and tactical plans for PVADD, Trocasan, and Pctapibmoc. Executed programs that drove sales of bedwetting pharmaceuticals to GP, FP, and pediatricians. Managed financial and business planning.

- **Teamed with product manager** on the prelaunch marketing plan for DDAVP.
- **Led sales force integration** upon acquisition of Snosif (pulmonary).
- **Proposed a territory management protocol** that was fully rolled out.
- **Designed a manager's training curriculum** for a new Assessment Center.

Developed ABA Meds' blueprint for success

PHARMACITY, New York, NY, 1997 - 2005

SENIOR BUSINESS DIRECTOR, NORTHEAST REGION (2004 - 2005)

NATIONAL DIRECTOR OF FIELD DEVELOPMENT & TRAINING (2002 - 2004)

MANAGER / MEDICAL EDUCATION LIAISON (2000 - 2002)

DISTRICT MANAGER (1998 - 2000)

SENIOR SALES ASSOCIATE (1997 - 1998)

Managed sales territories with annual revenues reaching \$390K through leadership of sales reps, district managers, and regional account managers. Headed the rollout of a national sales training and medical education program that drove sales force behavior and led to the promotion of 80 sales agents and managers. Executed product launch strategies for Cesolirp, RocoZ, Racorp, Raazoc, and Xamasof.

BUSINESS MANAGEMENT & RECOGNITION

- **Re-engineered a promotional process** from concept to implementation that impacted 3,500+ sales and marketing representatives and 2M+ customers.
- **Developed a five-year training matrix** for the entire sales force and managers through enrollments at Harvard, Duke, Cornell, and University of Miami.
- **Pushed sales over the billion dollar mark** through implementation of national sales training programs.
- **First female employee in the company's history** to hold the title of Senior Business Director.

Escalated annual sales to \$1.2B for Lirpo and Cetit

NATIONAL SALES & RANKING PERFORMANCE

- **Ranked the highest of 18 regions**, driving a 20% increase above sales goal of \$248M. Captured \$297M and #1 position for RocoZ.
- **Achieved #1 position in sales volume and market share** for Didolod.
- **Placed #2 nationwide**; exceeded \$280M goal by 14%, reaching \$319M.
- **Attained a 17% increase / #1 market share** for Rocavem.
- **Took control of the lowest ranking region**, which climbed to the top-10 position in one year.

Achieved top rankings for all new drug indications

EDUCATION & CREDENTIALS

NEW YORK UNIVERSITY, New York, NY

B.S., CHEMISTRY—B.S., MARKETING

CERTIFIED VETERINARY ASSISTANT | LICENSED PRACTICAL NURSE

Professional Development Workshops

NEW YORK SCHOOL OF BUSINESS—**STRATEGIC PLANNING**

NEW YORK BUSINESS INSTITUTE—**FINANCE**

HEALTH CARE ASSOCIATION—**MANAGEMENT DEVELOPMENT IN HEALTH CARE**

My client is a senior-level pharma sales professional, entrepreneur, and credentialed licensed practical nurse who administers medications to her animal patients. Her goal is to break into the Veterinary field with another major company selling on a national basis.

I know that pharma resumes are metric-driven, often fail to tell a story, and are often conservative in presentation and language. However, my client has a story to tell, so I wanted to create more of a presentation style resume that is interesting and conservative at the same time.

In the earlier part of her career, she worked for a blue-chip pharma company for eight successful years, advancing into more senior level sales and business development roles -- from strictly territory sales management to developing and rolling out major training programs and business development strategies.

More than three years ago, she moved into a more entrepreneurial role by launching her own Veterinary Care Service, handling everything from establishing and managing business to provide medical care.

In order to call attention to certain key areas, I chose to use text boxes with a drop down shadow and blue shading, as well as a graphic to help the reader immediately identify what field she is in. Similar to a pharma sales resume, her sentences are short, with a lot of metrics.

I chose to place the bio under these elements and color it in blue. This section serves both as an important component of her overall branding while doubling as a separator between the intro section and Professional Experience section. In short, the resume's design makes it easier for the reader to find what they are looking for, and the resume is conservative enough for her field.