

## SALES & MARKETING PROFESSIONAL ■ MEDICAL & HEALTHCARE ARENA

### Achieving #1 Rankings while Exceeding Multimillion-Dollar Revenue Goals

**Award-winning, MBA-level turnaround leader** with success in brand management, strategic sales planning, and territory expansion in the healthcare arena. **Dynamic and experienced sales trainer**, ensuring teams capture new business while effectively developing Fortune 100/500 accounts. Proven **relationship builder** with companies, physicians, and support staff.

*“Eric has shown incredible leadership - and I could not be more pleased. He possesses valuable initiative and insight into the industry. His hard work and passion is evident in the results he produces. Eric inspires others by striving to constantly achieve new levels of success.” – Kathy West, VP, Optical New Futures*

- ▶ Sales Team Building, Training, & Management
- ▶ Strategic Planning & Consumer Insights
- ▶ Forecasting Marketplace Trends
- ▶ Marketing Direction & Initiatives
- ▶ Multimillion-Dollar Profit & Loss (P&L)
- ▶ Consumer, Target, & Competitive Analysis
- ▶ National & Regional Account Management
- ▶ Policy & Procedure Development
- ▶ Strategic Alliance Building
- ▶ Market & Product Positioning

## SELECTED SALES LEADERSHIP HIGHLIGHTS

- **Surpassed revenue goals** throughout career by taking ownership of territory expansion and growth. Led teams of up to 44 sales professionals to provide exceptional customer service, consistent communication, and follow-through.
- **Grew business an impressive 49%** during declining market for Visionary Care. Led fiscally responsible budget development and management of \$14M.
- Captured **#1 ranking** while serving in dual role of **Area Sales Director** and **VP of Sales** in 2006.
- Selected to present seminar to group of 150+ at the **New Technologies and Treatments in Eyecare** conference in 2010.

## PROFESSIONAL EXPERIENCE

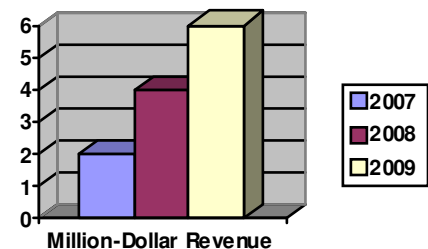
**VISIONARY CARE** ■ San Antonio, TX

2004 – Present

**Vice President of National Account – JCPenney** (2007 – Present)

Design and execute sales and marketing initiatives that drive turnaround in 4 major markets. Hold executive oversight of all aspects of the JCPenney account—producing 65% of total company business. Develop major sales channel to exceed targets in every area. Lead sales growth through strategic planning, lens business expansion, and relationship/business building.

- Tripled business from **\$2M in 2007 to reach \$6M in 2009** by identifying challenges and creating solutions that focused on client satisfaction.
- Expanded field sales coverage 15%, significantly improving service/quality.
- **Recruited panel of doctors** to deliver information and industry insight to colleagues across the U.S. at national bi-annual industry meetings.
- Surpassed statewide call metrics; exceeding call frequency of 70% to ultimately achieve **94% increase in call frequency** within the first 6 months.
- Created SOPs for new sales positions, expanding role to include **training for 110 Sales Representatives**.
- Boosted revenue every quarter through field sales force engagement, coaching, and management.



**Director of Area Sales – U.S. Sales & Area Vice President** (2005 – 2007)

Recruited from within company due to notable ability to produce multimillion-dollar revenue results through strong leadership. Mentored and directed all functions of **3 Regional Directors, with responsibility for total of 41 Territory Sales Representatives**. Fostered exceptional client relationships with optometry providers throughout continental U.S.

VISIONARY CARE, continued...

**Director of Area Sales – U.S. Sales & Area Vice President**

- **Achieved #1 ranking**, topping revenue and service goals within first 5 months.
- Restructured expansive Western Region by recruiting, interviewing, hiring, and coaching 11 award-winning, top-producing Sales Representatives.
- **Maintained 92% employee retention** in 2006, while Northeast Region lost 38% through turnover.
- Served on executive-level leadership board, contributing ideas for new business opportunities, improvement initiatives, and best practices within the industry.
- Delivered unmatched results by motivating team to take lead over Northeast Region for first time in 8 years.
- **Created a team environment between Western and Northeast Regions**, enabling shared resources, open forums, and general camaraderie, while maintaining competitive momentum. Worked to ensure unified company goals by overcoming internal rivalries.

**Regional Business Director (2004 – 2005)**

Excelled while managing and developing 10 Outside Sales Representatives - leading success across Texas, New York, Colorado, Arizona, and California. 100% of team achieved or exceeded key sales objectives.

SEE CLEARLY, INC. (Acquired Optical New Futures in 2003) ▪ San Marcos, TX 2001 – 2004

**Regional Sales Director (2003 – 2004)**

Hired, managed, and trained 6 Outside Sales Representatives across 3 states. Ranked #1 out of 5 Regional Directors.

**Sr. Area Sales Manager (2003)**

Collaborated with eye care professionals in Central Texas region on contact lens products, presenting features through client education and skilled marketing techniques. Served as Regional Trainer, while managing strategic accounts.

**National Accounts Manager / Territory Manager (2001 – 2003)**

Produced results while responsible for collaborating with two national, multi-location optical retailers. Drove \$3M in annual sales, tripling national account base. Managed a \$5M territory.

VISIONARY CARE ▪ San Antonio, TX 2000 – 2001

**Account Manager**

Directed sales and marketing of contact lens care products, pharmaceuticals, and other related devices to major accounts and eye care professionals throughout San Antonio and surrounding Texas cities.

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**EDUCATION**

**MASTER OF BUSINESS ADMINISTRATION** ▪ University of Notre Dame ▪ 1999

**BACHELOR OF ARTS** ▪ Texas A&M University ▪ 1992 – *Graduated with Honors*

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**PROFESSIONAL DEVELOPMENT**

Trainer & Professional Sales Coaching, Coach-Me-Sales, ▪ 2010

Advanced Management Development Program ▪ 2007, 2009, 2010

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**BOARD MEMBERSHIPS**

Fighting Irish for Eye Care, Board of Directors ▪ 2009 – Present

University of Notre Dame, Alumni Board ▪ 2002 – Present

This client was a top-producing sales leader who didn't want to just be considered for high level executive positions. My plan was to create a document that would allow him to pursue all levels of sales and sales leadership. I included a graph to ensure hiring manager would quickly see that he had revenue results.