



# Samantha Brower

Steadfast, Creative & Contagiously Optimistic

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## ACCOUNT EXECUTIVE: EXCELLENCE IN CONSULTATIVE SALES

SKYROCKETING TOP-LINE REVENUE WHILE PROTECTING BOTTOM-LINE BY DELIVERING AWARD-WINNING SALES GROWTH, ACCOUNT ACQUISITION AND RETENTION AS A CUSTOMER AMBASSADOR WHO DELIVERS IMMEDIATELY

#1 Loan Originator	\$12M Recovered	#1 Network Developed	\$25M Revenue Augmented	41% Stakeholder Satisfaction Improved
2006	2007	2008/2009	2010	2011/2012

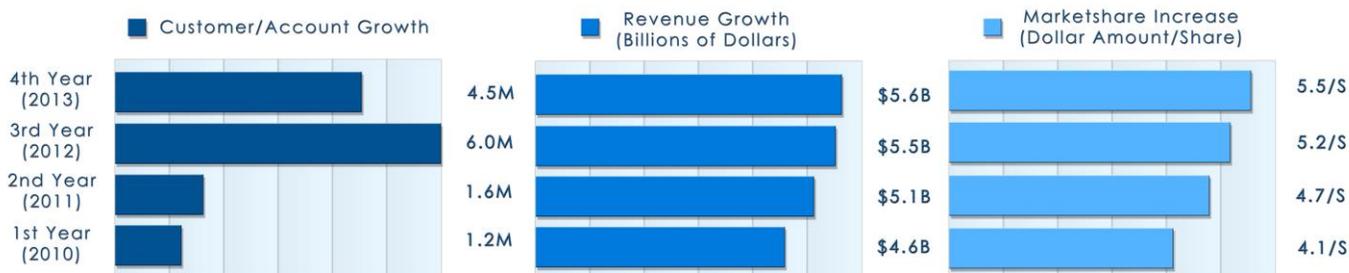
**ACCOUNT & SALES PROFESSIONAL:** Repeatedly optimized ROI for stakeholders, peaking at 118% account growth. Innovative leader who challenges the status quo through “out-of-the-box” exploration of solutions, quickly overcoming the most fixed corporate challenges that block sales and revenue growth. Advantageous blend of creativity, harmonized by strategic and precise execution of resolutions that maximize organizational performance and generate record-breaking sales.

Customer partner, fostering lasting business relationships underscored by trust earned through consistent delivery on promises and superior accountability. Natural leader who inspires and rallies teams behind a common goal and sets the performance bar higher.

### Leadership Strengths

- Account Management
- Business Development
- Sales & Marketing Strategies
- Contract Negotiations
- Process Improvement
- Project Management
- Client Management
- Partnership Building
- Team Leadership

## HIGHLIGHTS OF BUSINESS IMPACT



**True customer advocate:** “Samantha is focused on the customer, the outcomes, and [she] works within her own team and others to deliver what is expected.” ~Supervisor

## PROFESSIONAL EXPERIENCE & BUSINESS VALUE

UNITED AMERICA – New York, NY (06/2007 to Current)

A Fortune 500 diversified managed health insurance company servicing more than 75 million customers worldwide with a network of 800,000 healthcare professional business clients.

**Became a top company performer:** Progressive and high-impact career, assuming various critical positions, including participating and leading special projects directly impacting customer satisfaction, revenue generation, and sales growth. Collaborated with cross-functional professionals, overcoming challenges, and working cohesively toward one goal. Consistently reached beyond the confines of job title, seeking greater accountability, inspired by big-picture vision, and bird’s-eye-view of each employee’s important role in overall company success.

### Delighted business partners, reversing dissatisfaction:

- ✓ Delivered 41% boost in client satisfaction.
- ✓ Created 200 ‘game-changing’ positions in customer support.



### Sr. Provider Data Analyst (2012 to Current)

***Instrumental team member in driving change, positioning company to exploit market opportunities for the long haul by leveraging strategies in market expansion, membership, and revenue growth, emerging stronger post-turnaround initiative.***

Promoted based on previous stellar performance to tackle and solve sluggish employee performance and thinning stakeholder satisfaction through complex problem solving and effective, quick-action turnaround plans. Subsequently earned recognition for exceeding expectations with a performance bonus granted to only 6/50 employees department-wide.

- Evaluated, strategized, made recommendations to superiors. Designed synchronization plans, aligning network management practices with enterprise-wide business mission and vision.
- Culled resources and streamlined compliances, performance benchmarks, policies and procedures thus creating “one unified brand” across 6 regions, deepening accountability to business partners and their customers.
- Bookended turnaround plans with the development of audit programs and the design of new training initiatives to secure success. Measured and enforced new reformation plans from corporate executives cascading to front-line employees. Incentivized program, weaving a positive spin that injected encouragement and touted culture change.
- Pioneered the development of a new centralized internal support team of **200**, supporting account managers and sales professionals through top-notch administrative services that facilitate the delivery of customer evangelism.

### Provider Installation Specialist (2010 to 2012)

***Assumed the role of project manager; led multiple concurrent and highly sensitive projects, searching for “needles in haystacks,” successfully reclaiming \$25M in overpayments while navigating relationships with Tier-1 partners with careful, tactful, and professional communications plus evidence-based discussions.***

- Exemplary project leader, energizing a 7-member team. Mounted deep-dive analysis of comprehensive records/data and trends, deciphering contracts and isolating operational errors to recover millions in over payments.
- Influenced profit growth by regaining 57% of otherwise lost company revenue by 2012.
- Overhauled claims process, implementing new technology that diminished systematic coding errors, resulting in \$36K in labor savings while still driving efficiency.

#### **Rapid results through strategic planning and project management:**

- ✓ Slashed operating cost by \$36K.
- ✓ Augmented revenue by 57%.

### Network Contract Support Specialist (2007 to 2008) Associate Provider Install Specialist (2008 to 2010)

***Revived market performance by regaining clients’ trust, repairing relationships and strengthening a high-influence network, delivering a 70% decrease in client turnover and 2-year expansion to 2600 from 1500 in 6 counties.*** Recruited into instrumental and high visibility position, marketing and selling to discerning healthcare professionals (Tier-1 clients). Became known as a client advocate, shifting perceptions of the United America brand one contact at a time. Relied upon as a subject matter expert and mentor by a team of 10 peers.

- Leveraged sales presentation and persuasive communication skills to recruit 200 quality medical/healthcare business providers within one year into a 2500-client network, interfacing with them as valuable partners.
- Expanded market and business growth through excellence in competitive pricing negotiations, outdistancing competitors, and exceeding market needs in alignment with business goals, which led to award recognitions.
- Ignited account growth by leveraging nimble contract negotiation skills, retaining coveted medical groups such as: Florida Hospital Medical Group, Physician Associates, and Florida Heart Group.
- Expedited reimbursements by 50% through high-touch account management and attentive 1:1 on-site client consultations, including persuasive product presentations, clarifying processes which facilitated a smooth billing cycle.

#### **Designed aggressive turnaround and market growth strategy:**

- ✓ Gave rise to the #1 performing network team out of 5 in the South East region.
- ✓ Fueled 73% Account Growth.
- ✓ Awarded Top QA Award (95%).



NEW YORK CARING – NY, NY (04/2006 to 04/2007)

Private, not-for-profit network of community and specialty hospitals. Central Florida’s only statutory teaching hospital. A healthcare leader for nearly 2 million residents and thousands of international visitors annually.

**Patient Accounting Rep II**

**Recovered \$12M in 3<sup>rd</sup> party denied claims through laser-focused and diligent analysis of patient accounts.** Hired based on superior problem solving proficiency and prior high-performance in customer-centric and data-driven environments to bring discipline and enhance the appeals process. Paired efforts as a cooperative team member in reconciling accounts receivables and resolving long-standing issues in billing. Helmed the re-engineering of a successful Quality Assurance program and training support programs.

**Key player behind transformational change and patient satisfaction:**

- ✓ 30% Productivity Improvement.
- ✓ 95% Accuracy Enhancement.
- ✓ Influenced \$30M Revenue Spur.

- Handpicked by superiors as a member of a special project team tasked with recouping millions of dollars. Uncovered root causes in long-standing billing incongruities.
- Pegged as the right leader to design and implement strategies to drive employee productivity, efficiency, process improvements, and quality control as head of an operational and process-improvement initiative.

MAIN STREET USA – New York, NY (01/2005 to 04/2006)

Full-service residential mortgage loan origination company.

**Mortgage Loan Originator**

**Ranked 1/30 top loan originators, delivering award-winning sales growth through customer-focused sales strategies.** Critical contributor to building relationships and connecting with the local community, expanding company’s brand and value message as a “customer-first” company. Embraced and excelled in a new role, helping homeowners realize the “American Dream” as their trusted partner through the loan origination cycle. Tapped into the power of consultative selling to satisfy customers’ pain points through financial risk assessment and by pairing clients with the right service/product.

**Emerged as a strong sales closer and customer evangelist:**

- ✓ \$20M in residential loans.
- ✓ Converted 95% of prospects into happy homeowners.

- Hit the ground running driven by focused energy to thrive, quickly penetrating the market, networking, and building relationships with key cross-functional influencers such as builders, realtors, and financial professionals which resulted in a powerful rolodex and referral base which comprised **20%** of secured deals.
- Showcased commitment, diligence, and competence by managing the originating of new loans while aggressively building and protecting new sales pipeline from lead generation through closing and follow-up.
- Mounted aggressive guerilla marketing campaigns, reaching record-breaking customer conversion percentage 95%.

**EDUCATION**

ASSOCIATE IN ARTS IN LIBERAL ARTS AND SCIENCES – State College

Strategy: Samantha loves sales. She enjoys delivering sales goals through client engagement and simultaneously enjoys driving performance so that the customer experiences what she has promised.

Challenge is that she has been in a non-direct sales position recently although she does impact and indirectly affect sales growth. By employing a strategy where we bring her sales achievements to the forefront while we also dive deeper into how her roles impact sales and revenue growth, we are able to overshadow the fact that she is not in a direct sales role at this time.

She is a very happy, energetic, lively, and caring sales person. We went with colors that market her personality and dedication to a job well done. Projecting a sales look was very important in our strategy.