

# JOHN SMITH

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## DIRECTOR OF INTERNATIONAL SALES & BUSINESS DEVELOPMENT

### *Specializing in Latin American Markets*

Performance-driven executive with a 25-year track record of driving sales of medical and surgical products in highly competitive Latin American markets. Dynamic team leader, with “big picture” vision, who excels at accelerating sales, optimizing operational performance, forging and strengthening client relationships, influencing key opinion leaders, and steadily increasing market share. Demonstrates a keen understanding of business priorities with proven ability to rapidly transform business goals into aggressive revenue-producing activities. Catalyst for innovation and growth with history of consistently exceeding performance goals.

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### CORE LEADERSHIP QUALIFICATIONS

- International Business Development
- Independent Distributor Management
- Sales Training & Development
- New Product Launches
- Partner & Client Acquisition
- Channel Development Strategies
- Major Contract Negotiation
- Operations Turnaround & Growth
- Multi-Cultural Team Leadership
- Major Account Management
- Strategy Planning & Execution
- P & L / Finance / Cost Control

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### PROFESSIONAL EXPERIENCE

LIFE TECHNOLOGIES, Miami, FL

2002 to 2009

*Highly regarded worldwide provider of medical instruments and devices with annual sales of more than \$1 billion, including \$50 million in Latin America.*

#### **DIRECTOR OF BUSINESS DEVELOPMENT, LATIN AMERICA (4/2007-5/2009)**

Promoted to this newly created position with the goal of identifying and creating new business opportunities by leveraging the extensive network of high-level contacts developed in previous position. Created channels of communication with the United Nations, World Bank, and Inter-American Bank, in both the U.S. and abroad, and liaised with Ministries of Health and Social Security Systems of each country within the region. Reported directly to the Directors of World Business Development.

- Influenced the Chilean Ministry of Health to adopt a resolution for equipping each major hospital with a Difficult Airways Cart that generated sales of €800,000.
- Created and obtained first stage approval and implementation for a Telemedicine Communications Network for the Chilean Ministry of Health that is projected to drive €4 million in revenue over the next 24 months.
- Secured full product line commitment with a 3-hospital construction project in Guatemala financed by the IADB, estimated to generate €1-2 million in revenue.
- Obtained approval to equip 16 Brazilian health centers, under IADB-financed health improvement project in the State of Ceara, projected to produce \$13 million in new business.
- Prepared project designed to drive sales of U.S.-manufactured products by utilizing the accounts receivable insurance program of International Bank.
- Developed a compelling ROI-driven presentation that raised consciousness about the benefits of endoscopy in treating low income populations that is currently being used in all countries within the L.A. region.

#### **MANAGER OF SALES OPERATIONS, LATIN AMERICA (2/1993-7/2007)**

Directed all aspects of sales and marketing in Latin America from Mexico to Argentina. Managed 7 direct reports (Country and Product Managers) with a dotted line to more than 150 sales and marketing professionals located throughout the Latin America region. Created and oversaw new product launches and assisted with product registration in each individual country. Established yearly sales and marketing objectives, set goals for direct reports, and interacted with senior level customer decision makers to drive product awareness and growth in order to create a competitive market position.

- Achieved a market leadership position for a poorly represented product line attaining 446% growth in retail sales (€55 million) over tenure.
- Developing user relationships with 85% of the Key Opinion Leaders throughout the territory.
- Created the 3 most influential surgical training projects in Latin America at University of Corrientes (Argentina), Sirio Libanes Hospital (Brazil), and Instituto Europeo de Ciencias Endoscópicas (Brazil, Argentina, Venezuela, Chile).

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## LIFE TECHNOLOGIES (Continued)

**GENERAL MANAGER, MIAMI OFFICE (6/2002-7/2007)**

In addition to primary responsibilities in managing LA sales operations, took over operations of a troubled Miami-based subsidiary after the sudden departure of the existing manager. Turned around and restored profitability to the operation, which had experienced multiple asset management and A/R problems, in addition to past due inter-company debt that equaled 50% of yearly sales. Managed a team of 9 employees.

- Restored profitable growth through implementation of stringent inventory controls, rigid A/R follow-up procedures, and a discount policy based on gross profit performance.
  - Reduced inventory to 15-day sales, paid off all outstanding debt, and build an A/R portfolio representing 42 days of sales.
  - Company turned a profit and met all goals for 3 consecutive years since 1996.

SURGICAL INSTRUMENT CORP., New York, NY

1990 to 1993

*A leading provider of surgical disposables with worldwide sales of \$150 million and Latin American sales of less than \$250K.*

**SALES MANAGER, LATIN AMERICA**

Created product launch for new surgical stapling instruments to drive sales growth in a fledgling Latin American market. Built and managed a network of independent distributors and 4 country managers. Identified and selected distribution companies and oversaw the performance of carefully-selected sales representatives from each country. Conducted training programs, created bonus structure for individual country managers, and developed and presented sales quotas and goals to company top management. Attended trade shows throughout the region and developed relationships with key opinion leaders.

- Drove aggressive growth of stapling products from \$250K to more than \$9 million over a 6-year period.
- Translated training manual and implemented a 6-week training course for carefully selected sales representatives in each country.
- Implemented a surgeon training program, held monthly in all countries within region, that introduced new concepts involving minimally invasive surgery products. This program has trained thousands of surgeons throughout Latin America.
- Two-time recipient of “4 for 4 Manager” award and one-time recipient of “8 for 8 Manager” award for meeting or exceeding quarterly quotas (4 quarters and 8 quarters respectively).

**EARLY CAREER SUMMARY:**

Steadily progressed to sales and sales management positions of increased responsibility and scope with several surgical technology companies including *Medico International and XYZ Instruments*.

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**EDUCATION**


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**Bachelor of Science, Economics** – RAMAPO COLLEGE

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**LANGUAGE SKILLS**


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Fluent in Spanish and English ~ Speak and read Portuguese