

---

---

### Profile Summary

Sales professional with over 20 years proven experience within medical and technical environments for national and international organisations. Result driven with proven track record of achievement in exceeding sales targets and expanding customer base. Recipient of special awards and acknowledgment for outstanding sales achievement from employers. Recognised for ability to establish excellent rapport with customers, build trust and confidence and generate repeat business within competitive markets. Strong customer focus, recognising need to provide consistently excellent service. Fast learner, adaptive to new work situations. Current holder of Clean Full Driving Licence. Seeking new challenge. I put particular emphasis on lead generation, qualification and account renewals across multiple sectors and verticals.

---

### Areas of Strength

- |   |                                     |             |
|---|-------------------------------------|-------------|
| • Strong People/Interpersonal Skills Management         | • Presentation/Communication Skills | • Stock     |
| • Customer Interface / Build Relationships Competencies | • Planning & Organisational Skills  | • Computer  |
| • Selling Techniques / Close Sales Team Player          | • Effective Account Management      | • Committed |

---

### Educational Details

#### Second Level:-

**St. Mary's Secondary School, Convent of Mercy, Newport, Co. Tipperary.**

**1992 -1997**

#### Third Level:-

**Mid West Business Institute, Rutland Street, Limerick. (Evenings)**

**1998 -2001**

#### **Diploma in International Marketing**

**Year 1:- International Marketing B; Business Law B; Marketing C; Sales and Sales Management A.**

**Year 2:- Accounting A; Statistics B; Economics C; Management A.**

---

### Employment Record

#### **Freelance consultant Self employed**

September 2019 – present.

Offering consultancy, strategic expertise and development, training, mentoring and growth to go hand in hand with expansion and be an integral part of each companies footprint going forward.

For many years now I've been involved in power, energy and distribution of said. Consulting Socomec, PSE Power, Schnieder, ADD and Terasaki. Utilising my extensive experience in construction, electrical engineering, Industrial and pharmaceutical production and in recent years renewable energy generation storage and distribution be that via PV, Wind or marine. Also IOT and allied software platforms in conjunction with sensor technology for an automated connected solution,

I've consulted some of Irelands top tier companies such as SaaS Cyber Security and Dev Ops specialists Noesis, Pharma companies Regeneron GSK, MSD Medical device companies like SEAL Ex Fix and Neuromuscular stimulation and recovery specialists NuroKor on platform development opportunities, strategies, surgical requirements and allied project management facilities. To this end i sell myself as facilitator for my clients, their clients and suppliers which has me respected as an insider and trusted source of expertise. I support companies with digitalisation software, compliance and 10 X progression.

Ellab UK Ltd.

Sales Manager (contract)

Sept2018 – September 2019

Ellab is a validation and monitoring company, offering *loggers and thermocouple systems* for thermal validation processes as well as environmental wireless monitoring solutions and licensing of allied software and support software using Sensor technology across multiple verticals and sectors.

I inspired awareness interest and exposure with both small and large companies within the Life Science and Food industries and have solutions for almost all applications such as sterilization, freeze drying, environmental chamber testing, depyrogenation, warehouse mapping, pasteurization and many more.

I developed and implemented a strategy focused on promotion and sales of thermal validation hardware and software and ancillary services throughout UK, Scotland and Ireland and beyond.

**Orthofix EMEA Sales and Support Director  
2018**

**August 2011-**

- Promoted bone growth stimulation/electromagnetic pulse technology and medical devices from Orthofix to every Orthopaedic centre in EMEA. Italy, France, Germany, Spain, Nordic countries and Middle East and Africa to name but a few of my countries.
- Working with Consultant Orthopaedic surgeons and clinical staff I introduced, demonstrated, trained and supported end users and support staff on the Orthofix and Medartis offerings.
- Sales grew under my management from 3k to over 3m in year 3 In UK/Ireland territory and by over 10,000% throughout the rest of EMEA.
- Created and drove effective sales and educational initiatives.
- Created and managed spending budgets for sales activities (local trade shows, educational efforts etc).
- Designed and executed strategic sales and marketing initiatives.
- Work effectively with Corporate Communications to identify, plan and successfully execute activities that will support the business objectives.
- Proactively identify and communicate changes in the healthcare, delivery systems, and competitive pressures to develop and modify strategies and tactics accordingly.
- Cultivated and maintained strategic corporate and end-user relationships.
- Responsible for monthly, quarterly and annual sales forecasting.
- Negotiated distribution agreements where required.
- Negotiated and controlled pricing agreements and strategies.
- Attended clinical meetings, seminars, and conferences throughout the EMEA area and further afield.
- Responsible for monthly, quarterly and annual sales performance.
- Staff training on bio mechanics and clinical benefits of the product offering.
- My customers were overwhelmed by the level of support and back up I provided.
- All of these combined with my sales strategies have led to the substantial growth.
- Built up an array of KOL's from my years in healthcare sales management.
- I was contacted approximately a year ago by Celling Biosciences to consult and advise them on market penetration in greater Europe and South Africa.
- Celling Biosciences provides autologous regenerative cell therapies to the clinician at the point of care. Our process promotes the regeneration of tissues by delivering a highly concentrated amount of the patient's own regenerative cells. The regenerative cells are harvested from different tissues in the body and are concentrated and implanted.

**Murray Surgical Ltd/K2M Sales & Support Manager  
July 2010- August 2011**

- Responsible for promoting the K2M product range to Spinal surgeons in hospitals and clinics throughout The UK & Ireland.

- Training the surgeons and staff on the instrumentation and implants and being in theatre for each case from knife to skin to wound closure to ensure everything runs smoothly and also to have everything prepared in a timely fashion so the theatre time could be reduced.
- Time is spent with the surgeon pre case to understand the deformity from examining imaging films and to outline which method of correction and which implants would be most achieve the best results.
- Also post theatre sessions to advise staff on optimal wound care treatment to support faster patient healing.
- Regular training sessions were held for surgeons and staff alike, all of which were organised and conducted by myself.
- K2M is quickly becoming one of the companies with large growth especially in Ireland due to my work and promotion.
- During the first six months under my management/direction turnover of 1.4 million was achieved and growth is constant and ever improving.
- Being the “hunter” & “farmer” ensures a good healthy business and constant growth and business development.
- Developed relationships with all of my customers built on trust, respect and admiration. I am rated and spoken of very highly by my customers and peers alike.

**Malosa Ltd. Elland, West Yorkshire, UK.  
European Sales Manager**

**Mar 2005- July 2010**

Territory - Germany, France, UK, Italy, Russia, Sweden etc.

Responsible for the introduction, promotion and sales of single use surgical instruments in Europe.

- Sales, training and support of my team which included direct sales and my distribution network was done on an on-going basis.
- Target market is Hospitals and Clinics, Dental/Oral/Maxillofacial clinics, sleep disorder clinics, Ophthalmic and Aesthetic Departments as well as general surgical wards.
- I have built a substantial sales platform for the company using my key contacts that know me, trust me and like dealing with me as well as using theatre time to trial and demonstrate my instruments.
- On-going training and development of surgeons and staff is key to winning and maintaining the business and respect of everyone from procurement to theatre and beyond.
- I have introduced/presented a range of single use surgical instruments to ophthalmic and aesthetic and specialist surgeons/consultants/registrars and other related professionals whilst setting up clinical trials in specialists areas such as AMD and Glaucoma and Cataract, to name but a few.
- During my time and with related hard work and drive I increased sales by 50% to just over €5 million per annum.
- I left no stone unturned in my search for business and pioneered agreements with the larger groups.

**Brennan & Co., Stillorgan, Dublin  
3 month contract position**

**Dec 2004 – March 2005**

**Product Manager of Medical Division (Isokinetic products, Ultrasound, Operating Theatre Tables, Single use surgical equipment, Oncology products Theatre and Examination lighting) Brennan & Co** are suppliers of equipment to Industrial, Medical and Clinical industries.

- Role was to introduce and implement sales strategies and products to the medical division.
- Introduced a marketing and sales strategy for defibrillators to the G.A.A. I then signed an agreement with the G.A.A. for 4 million euro worth of business for every G.A.A. club to purchase this equipment.
- Undertook market research to ascertain customer needs and wants and the type of product they required.
- Target markets were Sporting Institutions, Consulting Engineers, Building Contractors, hospitals, etc.
- Radiology was a key interest for development of a company portfolio.

**Fannin Medicare Limited, Tallaght, Dublin 24**

**June 2004 – Dec 2004**

**Sales Product Specialist (Surgical Products and Lighting, Beds, Rehabilitation equipment/Products)**

- Responsible for selling mobility aids to a range of clients including Occupational Therapists, Public Health Nurses and Hospitals throughout Dublin and the North Eastern Region.
- Sourced customers through Occupational Therapists. Relayed information on company products and services to potential customers. · Visited customers' homes. Conducted feasibility studies. Matched product to specific customer requirements. Prepared quotations.
- Won customer trust and confidence in company products and back-up service in the face of tough competition and cheaper products.
- Closed 15 sales of high-value stair lift products to End User customers. Sold wheelchair to End User customer within the 1<sup>st</sup> month.
- Completed training in mobility aids, scooters and wheelchair during the 2-month period June 2004 to date.

**Murray Medical Equipment / Irish Ostomy Limited 20/21 Talbot Street, Dublin.**

**Mar 2002 – May 2004 Sales Representative (Blood pressure,**

**Nebulisers, Ostomy products, Sports supports and Rehabilitation Products)**

- Responsible for sales of medical products to Pharmacies and Sleep clinics throughout the 26 Counties. Assigned client base of **1400 Pharmacies** across Ireland.
- Planned, organised and implemented successful selling programmes for mainstream products including blood pressure monitors, nebulisers and sports injury equipment.
- Built excellent working relationships with customers. Managed customer accounts, ensuring attention to detail; resolved problem issues arising speedily and effectively.
- Initiated new marketing strategy to target customers' End Users which is currently being developed in conjunction with Sales and Marketing Manager.
- Significant contribution to company success and profits with immediate impact on sales revenue.
- Exceeded monthly sales targets by on average **45%** each month since March 2002 through effective selling techniques and influencing skills.
- Exceeded monthly sales targets for Vulcan Sports Supports by up to 300% in 2004 through successfully targeting GAA Clubs and GAA magazine readership.

**Würth Ireland Limited Monaclinoe Industrial Estate, Ballysimon Road, Limerick.**

**May 2000 – Feb 2002**

**Sales Representative**

- Responsible for sales and business development in Limerick, Clare, Tipperary, Kerry and North Cork international manufacturer and distributor of Automotive, Metal, Wood and Construction products) · Exceeded 1<sup>st</sup> month's sales target of £3,000 by **17%** across 10 allocated customers. ·
- Exceeded 2<sup>nd</sup> month's sales target of £6,000 by more than **130%**.
- Exceeded 3<sup>rd</sup> month's sales target of £15,000 by **60%**.
- Won **20 new accounts** and re-activated 4 dormant accounts in the 1<sup>st</sup> 3 months.
- Expanded customer base to **116 accounts** during the period June 2000 to September 2001.
- Won on average **8 new accounts each month** since June 2000.
- Met and exceeded sales targets consistently each month since May 2000.
- Exceeded sales target of £39,000 for September 2001 by **45%**.

**Hilti (Fastening Systems) Limited**, Dock Road, Limerick.

**May 1999 – May 2000**

**Technical Salesperson**

- Responsible for retail sales, customer service, stock management, administration, technical sales support and day to day operation of busy retail outlet for a wide range of construction products
  - Provided key technical support to company's Sales Representative as required; attended sales meetings on premises of major customers.
  - Established and maintained excellent working relationships with customers; provided excellent service, representing employer in a professional manner.
  - Minimised stock-out situations and contributed to increased sales through activating and implementing more effective procedures for controlling stocks.
  - Key contribution to improving store's performance from lowest in the group to 3<sup>rd</sup> highest with almost **100% increase in revenue** during the 12-month period May 1999 to May 2000.
  - Recipient of special award for achieving **highest sales nationwide** of selected company products during a 3-month promotional campaign.
- 

**Additional Information**

- Completed various Sales, Management, Training and Product Training Courses.
  - Due to start a Part-Time Sales Management course in D.I.T in the autumn.
  - Solid computer skills; full training and hands-on experience on Oracle and Sales Force Automation software packages. Completed a 6-month Computer Literacy Course with Vocational School, Newport in March 2002.
- 

**Interests & Activities**

G.A.A.: - Member of Newport GAA Club with whom I play Gaelic Football and Hurling.

Rugby: - Member of UL Bohemians Senior Panel also having played with Munster and Ireland. Now coaches for the Irish Rugby Football Union.

Soccer: - Play Soccer with Rearcross in the Premier Division of North Tipperary League.

Other: - Enjoy Reading for relaxation during leisure time.

---