

ROBERT A. GOODSON. JR.

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DISTRICT SALES MANAGER

Biotechnology / Pharmaceuticals / Health Care

Proactive, results-oriented executive M.B.A. with 20+ years of experience in developing sales strategies, building winning teams, and driving market share and revenue growth. Extensive sales management experience in numerous healthcare segments including cardiovascular, diabetes, neurology, psychiatry, neuroscience, dermatology, podiatry, and long-term care. Profit-driven leader with ability to identify and recruit aggressive sales professionals who consistently increase sales volume, grow customer base, and sustain lasting customer service and performance. Effective communicator with strong team-building skills.

CORE QUALIFICATIONS

- Sales & Account Management
- Customer Service/Relations
- Budget/Expense Control
- Market Analysis
- Territory Development
- Product Introduction/Launch
- New Business Development
- Performance Measurement
- Strategic Marketing & Planning
- Presentations & Promotions
- Recruiting, Training, & Mentoring
- Strategic Alliances/Partnerships

PROFESSIONAL EXPERIENCE

ABC PHARMACEUTICALS, Parsippany, NJ

2005 – 2006

Small biotechnology company providing a drug for severely ill schizophrenic patients.

ASSOCIATE DIRECTOR OF SALES/DISTRICT MANAGER

Directed team of eight specialty sales associates within the northeast region. Led new hire training program.

Selected Achievements:

- Turned around sales region in slightly more than one year from last in the country to the #1 performing region.
- Created tailored training programs with integrated testing, ensuring sales representative product knowledge and strategic sales planning.
- Conducted speaker programs and identified thought leaders to enhance market presence and sales growth. Helped to develop a Consultant Network, obtaining feedback and input from influential physicians.
- Improved district productivity by eliminating underperforming sales representatives and by recruiting three highly skilled and motivated performers.
- Converted product for 33 of 66 patients in the state hospital from generic competitor, driving sales growth.
- Assisted sales team associate to overcome a sales-closure obstacle, generating \$114K in new revenue.

MERCK & CO., WHITEHOUSE STATION, NJ

2004 – 2005

\$8B pharmaceutical company providing cardiovascular drugs as well as allergy medications.

DISTRICT MANAGER

Managed 10 sales associates selling to doctors of primary care, internal medicine, cardiology, and endocrinology in the Rhode Island, Massachusetts, and Connecticut areas.

Selected Achievements:

- Achieved top five in the country in growth by recognizing opportunities, gathering support of leaders, and executing strategic promotional plans.
- Guided sales representative to become district trainer by improving communication and introducing effective training and presentation skills.
- Advanced representative visibility and exposure to achieve promotion to Cardiovascular Specialty Division.

Continued

BAXTER PHARMACEUTICALS, DEERFIELD, IL

1984 – 2004

Major pharmaceutical company providing products for cardiovascular, psychiatry, neurology, and primary care.

DISTRICT MANAGER (1995 – 2004)

Led team of 12 sales associates in Rhode Island, Massachusetts, and Connecticut.

Selected Achievements:

- Achieved 60% of market share in six months during the launch of new product. Surpassed market share expectation 24 months ahead of schedule.
- Surpassed national market share by 7% within the district and 16% within Massachusetts. Achieved through cross-functional communication and well-trained sales associates.
- Focused on staff development and progression; 60% of team received promotions within the organization.
- Drove market share through execution of new product; ran 10 marketing programs, accelerating market share. Became company's first \$1B primary care drug.
- Established and negotiated regional vendor prescription coupon program, increasing sales after product launch.

EDUCATION

MASTER OF BUSINESS ADMINISTRATION, PROVIDENCE COLLEGE, Providence, RI

BACHELOR OF ARTS IN SECONDARY EDUCATION, RHODE ISLAND COLLEGE, Providence, RI