



ASHLEY TORRES

CONTACT



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email@example.com



LinkedIn | Portfolio



City, State Abbreviation Zip
Code

KEY SKILLS

- Advanced knowledge of sales techniques and metrics
- Leadership and team management
- Negotiation skills
- Specialized knowledge of the pharmaceutical industry
- Strategic planning and forecasting

CERTIFICATIONS

- Certified Sales Professional (CSP), Manufacturers' Representatives Educational Research Foundation (MRERF), May 2018
- Certified Professional Sales Person (CPSP), National Association of Sales Professionals (NASP), February 2016

ABOUT ME

Senior sales manager with decades in pharmaceutical and consumer goods industries with respected organizations such as Johnson & Johnson and Pfizer. MBA possessing advanced skills in strategic planning, team leadership, account management, communication, and negotiation. Establish and nurture key accounts, lead cross-functional teams, implement innovative sales strategies, and exceed sales targets in demanding markets.

PROFESSIONAL EXPERIENCE

Director of Sales I

Johnson & Johnson, Pfizer, Boston, MA | May 2019 - Present

- Lead a cross-functional team of over 50 sales representatives in the Northeast region
- Developed and implemented innovative sales strategies, which resulted in a 20% increase in annual sales
- Manage key accounts worth over \$10 million, maintaining these partnerships through strategic negotiation and relationship-building

Senior Sales Manager

Pfizer, Cincinnati, OH | June 2014 - April 2019

- Directed a team of over 30 sales associates to surpass sales targets by 25% in the first fiscal year
- Developed, created, and deployed successful sales strategies based on market trends and customer behaviors
- Managed high-profile client accounts and implemented processes for long-term client management resulting in a 15% increase in client retention rates in one year

EDUCATION

Master of Business Administration (MBA) Marketing

University of Cincinnati, Cincinnati, OH | May 2013

Bachelor's Degree in Business Administration

Ohio State University, Columbus, OH | February 2011