

Robert Johnson

Sales Manager

Director of Sales with 16 years in healthcare SaaS and medical devices, last six running multi-region teams of 30+. Most recently grew a North American sales org from \$48M to \$87M in three years through a re-segmentation, a new enterprise motion, and a partner channel rebuild.

Contact Information

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Education

- MBA, Carlson School of Management, University of Minnesota, 2016
- B.S. Biology, University of Wisconsin-Madison, 2009

Key Skills

- Multi-region sales leadership (30+ headcount)
- Enterprise, mid-market, and channel motion design
- GTM segmentation and territory carving
- Executive forecasting with finance
- Partner and reseller program build
- Compensation plan design
- Salesforce, Clari, Gong, Tableau
- Healthcare and life sciences buyer cycles
- GPO and IDN contracting
- Hiring and succession planning

Professional Experience

DIRECTOR OF SALES, NORTH AMERICA | HALVERSON HEALTH PLATFORMS, MINNEAPOLIS, MN
2020 – PRESENT

- Run a 34-person org across enterprise, mid-market, and channel, \$87M ARR in 2023 versus \$48M at start.
- Re-segmented the territory model and lifted average AE attainment from 71% to 96% within four quarters.
- Launched an enterprise hunting team that closed 9 logos over \$1M ACV in its first year.
- Rebuilt the channel program with 14 reseller partners, partner-sourced revenue grew from 6% of pipeline to 23%.
- Sit on the executive forecast call with the CRO and CFO, own a 7-quarter rolling plan.

SENIOR SALES MANAGER, ENTERPRISE | HALVERSON HEALTH PLATFORMS, MINNEAPOLIS, MN
2018 – 2020

- Led 8 enterprise AEs selling to IDNs and academic medical centers, \$19M in new ARR in 2019 at 119% of plan.
- Closed the largest deal in company history at the time, a 5-year, \$4.6M contract with a Midwest health system.
- Built the enterprise deal qualification framework still used by the team today.
- Coached two AEs into manager roles in other regions.

SALES MANAGER, HOSPITAL SYSTEMS | RIDGEPOINT MEDICAL DEVICES, ST. PAUL, MN
2014 – 2018

- Managed 9 reps selling capital equipment into hospital systems across the Upper Midwest.
- Grew region revenue from \$12M to \$21M over four years.
- Negotiated three GPO contracts that opened access to roughly 400 hospitals.
- Built a clinical specialist overlay model that lifted attach rate on disposables by 14 points.

TERRITORY MANAGER | RIDGEPOINT MEDICAL DEVICES, ST. PAUL, MN
2010 – 2014

- Carried a \$2.2M capital quota in Minnesota and the Dakotas, finished in the top 5 of 60 reps every year.
- Trained 7 new reps as a field mentor.

- Earned Rookie of the Year in 2010 and President's Club in 2012 and 2013.