



DONNA RODRIGUEZ

Sales Director

CONTACT INFORMATION



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KEY SKILLS

- Multi-region sales team leadership
- Enterprise SaaS and healthcare technology sales
- Sales forecasting and pipeline management
- Salesforce and HubSpot CRM administration
- Sales compensation plan design
- Strategic account planning
- Hiring and developing second-line managers
- MEDDPICC and Challenger methodologies
- Post-acquisition commercial integration
- Board-level reporting and QBR facilitation
- Deal-desk and contract negotiation
- Territory design and quota setting

ABOUT ME

Senior Sales Director with 13 years in healthcare technology sales, including 6 years leading multi-region teams. Built the commercial org at a Series C startup from 4 to 31 sellers and led the team through a 2022 acquisition. Known for hiring strong second-line managers.

PROFESSIONAL EXPERIENCE

Senior Sales Director, North America

Centerlink Health Platforms, Minneapolis, MN | 2020 - Present

- Own a \$52M new-business number across 4 regional teams (31 sellers, 4 RDs); finished FY24 at 107% of plan.
- Hired 3 of the 4 current regional directors and built a leveling framework that cut director-level attrition to under 8%.
- Led commercial integration after the 2022 acquisition of a competitor, merging two CRM instances and unifying comp plans in 11 weeks.
- Sponsored a strategic-accounts program that grew average enterprise ACV from \$185K to \$312K over two years.
- Present quarterly forecast and pipeline review to the board; called the FY23 H2 miss six weeks before close.

Director of Sales, Central Region

Veridia Clinical Systems, Minneapolis, MN | 2017 - 2020

- Managed 11 AEs selling EHR-adjacent software to health systems; grew region from \$9.4M to \$19.7M in three years.
- Closed a \$3.1M deal with a 14-hospital IDN that became the company's first published case study.
- Built a deal-desk process with legal and finance that cut average sales cycle from 184 to 121 days.
- Coached two AEs into management roles, both still in the seat as of 2024.

Regional Sales Manager

Veridia Clinical Systems, Minneapolis, MN | 2014 - 2017

- Led 6 AEs in the Upper Midwest; team hit 100%+ of quota in three consecutive years.
- Personally closed the largest deal in regional history at the time, a \$1.6M multi-year contract.
- Designed the SDR-to-AE handoff motion still used company-wide.

EDUCATION

MBA, Carlson School of Management, University of Minnesota, 2013

B.S. in Business Administration, University of Iowa, 2008

Challenger Sales Leadership Certification, 2019