



Donna Rodriguez

Medical Sales

Medical device sales professional with seven years selling into orthopedic and spine ORs across the Carolinas. Consistent Presidents Club performer with a track record of unseating incumbents in academic hospitals and ambulatory surgery centers. Comfortable scrubbing into cases and running clinical in-service training for surgeons and OR staff.

CONTACT INFORMATION

 (704) 555-0142

 priya.ravindran@example.com

 Charlotte, NC 12345

KEY SKILLS

- Operating room case coverage
- Surgeon relationship management
- Value-analysis committee presentations
- Capital equipment sales
- Consignment and loaner tray logistics
- Salesforce, Veeva CRM
- Contract and competitive bid response
- Clinical in-service training
- Ambulatory surgery center pricing

PROFESSIONAL EXPERIENCE

2021 - Present

Senior Territory Manager, Spine | Meridian Orthopaedic Systems, Charlotte, NC

- Manage a \$4.2M spine implant territory covering 14 hospitals and 6 ASCs across western NC and upstate SC.
- Closed 2023 at 128% of quota; ranked 3rd of 47 reps nationally and earned Presidents Club.
- Converted two Level I trauma accounts from a competitor by pairing clinical case coverage with a shared-savings pricing proposal for outpatient surgery centers.
- Trained 40+ OR nurses and surgical techs on new expandable cage instrumentation, reducing tray return rates.
- Coach two associate reps on case coverage and hospital value-analysis committee prep.

2018 - 2021

Territory Manager, Joint Reconstruction | Kestrel Medical, Raleigh, NC

- Grew a stagnant hip and knee territory from \$1.6M to \$2.9M in under three years.
- Built the first robotic-assisted knee program at a 300-bed community hospital, from capital sale through surgeon training.
- Ran 20+ cases per month across five hospitals; on-call coverage every third weekend.
- Partnered with value-analysis committees on tier-pricing proposals that protected margin during a system-wide bid cycle.

2017 - 2018

Associate Sales Representative | Kestrel Medical, Raleigh, NC

- Supported two senior reps across trauma and joints, covering roughly 15 cases per week.
- Managed loaner tray logistics, consignment inventory, and reprocessing across four hospitals.
- Completed cadaver lab certification on hip, knee, and shoulder instrumentation in first six months.

EDUCATION

BS, Biology, Wake Forest University, 2017

Medtech sales training: cadaver labs (hip, knee, spine), bloodborne pathogens safety current