



Dorothy Martinez

Medical Sales

Regional sales manager with 15 years in surgical and diagnostic device sales, including seven years leading field teams across the upper Midwest. Built and turned around regions ranging from \$18M to \$42M, with a bias toward hiring clinically strong reps and holding them to disciplined pipeline reviews.

CONTACT INFORMATION



(612) 555-0124



jonathan.ekhoff@example.com



Minneapolis, MN
12345

KEY SKILLS

- Field sales leadership (10+ direct reports)
- Regional forecasting and quota planning
- Integrated network and health system contracting
- Hiring, coaching, and performance improvement management
- Capital equipment and consumables strategy
- Salesforce, Clari, Power BI reporting dashboards
- Compensation plan design input
- Quarterly business reviews with executives
- Turnaround and rebuild situations
- Product launch execution

PROFESSIONAL EXPERIENCE

Regional Sales Manager, Upper Midwest | Northwind Surgical, Minneapolis, MN

2020 - Present

- Lead 11 territory managers and 2 clinical specialists across MN, WI, IA, and the Dakotas; \$38M annual region.
- Grew region 22% year over year in 2023 and finished #1 of 6 US regions for the second time in three years.
- Rebuilt the Wisconsin team after 60% turnover, hiring five reps who all cleared quota in their first full year.
- Negotiated three health-system-level agreements totaling \$9.4M in committed volume across two integrated networks.
- Own regional forecast, comp plan input, and quarterly business reviews with the VP of Sales.

District Sales Manager | Ridgeline Diagnostics, Chicago, IL

2016 - 2020

- Managed 8 reps across a 6-state district selling capital equipment and reagents to hospital labs.
- Took district from #14 to #3 nationally over three years; district revenue grew from \$12M to \$19M.
- Closed a \$2.1M capital deal with a regional reference lab, the largest single order in company history at the time.
- Coached two reps into promotions to senior territory manager and one into product marketing.
- Ran monthly ride-alongs and quarterly funnel reviews using Salesforce and Clari.

Senior Territory Manager | Ridgeline Diagnostics, Milwaukee, WI

2013 - 2016

- Managed a \$4.8M capital and consumables territory across eastern Wisconsin.
- Presidents Club three consecutive years, averaging 121% of quota.
- Won the largest single hospital lab automation deal in the region, a \$1.7M contract.
- Mentored two associate reps who both advanced to full territory ownership.

Territory Manager, Surgical Instruments | Halberd Medical Group, Milwaukee, WI

2010 - 2013

- Sold reusable and single-use surgical instruments into 30+ hospitals and surgery centers.
- Grew territory from \$1.1M to \$2.6M over three years.

- Led regional launch of a new laparoscopic energy device, hitting 140% of launch quota.

EDUCATION

MBA, University of Minnesota Carlson School of Management, 2015

BA, Economics, Marquette University, 2009