

MARK A. WADOWICKI

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PROFESSIONAL SUMMARY

Dynamic, highly motivated **Healthcare Sales Management Executive** with experience leading complex strategies and delivering bottom line results in performance and efficiency with long-term commitment to companies through numerous corporate transitions in the medical device sector.

Demonstrated performance excellence in exceeding revenue, market share and profitability objectives utilizing critical skills and competencies through operational leadership and team management.

Regional management of business units in innovative, competitive environments, consistently meeting or exceeding performance expectations, building and developing top performing teams and identifying and executing new market opportunities through strong internal/external relationships.

AREAS OF EXPERTISE

- Complex, Multi-Level Selling
- History of Exceeding Sales and Growth Targets
- Start-Up and Pre-IPO Strategies
- Sales Plans and Go-To-Market Strategy
- Extensive Distributor Management Network
- Strategic Partnership Development
- Business and Technical Acumen
- Strategic & Tactical Planning to Deliver Profitability
- Negotiating Mutually Beneficial Contracts
- Developing ROI & Value Propositions
- Hiring & Training Top Performing Teams

PROFESSIONAL EXPERIENCE

ALERE, INC. (acquired by Abbott Laboratories in Oct. 2017) Waltham, MA

Global healthcare company devoted to improving life through the development of products and technologies that span the breadth of healthcare. Abbott's acquisition of Alere further strengthened the company's diagnostics presence. Alere had acquired Thermo BioStar, Inc., maker of high-performance, rapid diagnostic tests, including tests for the detection of infectious diseases, in 2005.

Southeast Regional Director, Physicians Diagnostics Group (PDG)

2000 – 6/2018

Hire, develop and manage a top-performing team of (what is now) 10 sales and technical personnel selling cardio metabolic and infectious disease rapid diagnostic assays to physician offices that evolved over the years from 8 states to primarily GA, FL, AL and TN. Execute complex strategic sales as the management liaison to the customer and develop executive relationships with key accounts and distribution teams to deliver mutually beneficial partnerships. Collaborate with management teams from the hospital (ACG) group as well as with R&D to ensure analyzer and diagnostic testing market share growth. Prepare business plans with a goal-focused approach to exceed sales and profitability objectives in alignment with corporate initiatives. Chosen to mentor account executives to support skill building and career growth.

- Built top performing sales teams while deepening account relationships resulting growing revenues \$13M from 2011 to 2016 that are now generating sales of over \$40M.
- Awarded Region of the Year in 2014 and 2017, ranking 1st (out of 8).
- Awarded Champions Club for top 2 (out of 8) in 2010.
- Achieved BioStar Diamond Club Region of the Year award in 2002, 2003 and 2004.
- Created and implemented a national "TC of the Quarter" program in 2015 to recognize and reward Technical Consultants for outstanding service above and beyond daily duties improving employee satisfaction and engagement.
- Selected by management in 2014 to lead the team that enhanced the FasTrac and Field Travel Summaries program, a corporate initiative for growth and sales performance feedback.
- Led the team that produced a Performance Profiles tool in 2013 to identify and deliver best hiring practices for recruiting Regional Managers, Account Executives and Technical Consultants.
- Selected by management for SHINE Management leadership training program; completed in 2015.

EVERFILL.COM WORLD WIDE, St. Petersburg, FL

Everfill.com was an Internet based online pharmacy focused on home health care, DMEs, pharmacies and managed care markets.

East Coast Regional Sales Manager

2000 (8months)

Recruited, trained and developed the sales team for the eastern third of the US. Created budgets, quotas, compensation packages and territory alignments and executed marketing strategies and tools during the pre-IPO phase.

PROFESSIONAL EXPERIENCE - CONTINUED

LIFECELL CORPORATION (*Allergan as of 2017*), Branchburg, NJ

LifeCell offers cutting-edge, evidence-based medical education to advance surgical techniques, wound care management, and clinical solutions for use in reconstructive and orthopedic surgical procedures.

Southeast Regional Sales Manager

1995 – 2000

Developed a team from sole salesperson in a 9-state area to leading a team of 6 Territory Managers by 1997. Delivered new growth opportunities, encouraged operational effectiveness and implemented strategies for personnel development to meet short- and long-term profitability goals of the company.

- Exceeded sales growth goals each year during role, as sole salesperson and leading a team.
- Attained Region of the Year Runner up in 1997 as 1st year with newly formed team.
- Achieved Region of the Year in 1998 as 1st (out of 5).
- Designated by management to lead the Sales Tools committee for the company in 1996.
- Selected by management to lead market launch and technology team committees; facilitated the transition of the ALLODERM product line to plastic surgery and dermatology markets.

ADDITIONAL PROFESSIONAL EXPERIENCE

C.R. BARD, INC. (*acquired by BD in 2017*), Murray Hill, NJ

Leading multinational developer, manufacturer and marketer of medical technologies in the fields of vascular, urology, oncology and surgical specialties.

Territory Manager

Delivered sales and coordinated educational programs to exceed sales goals and increase market share throughout GA. Developed professional relationships with cardiology, orthopedic and surgical customers for the Davol division that transitioned to oncology through the Bard Access division in 1990.

- Consistently exceeded growth goals and high achiever each year during role.

MINOLTA BUSINESS SYSTEMS, INC., Ramsey, NJ

Division of Minolta offering multi-functional peripherals (MFPs), copiers, printers, facsimile machines, microfilm systems and supplies.

Account Representative

Created new sales base through prospecting, product demonstrations and presentations in Atlanta.

- Achieved President's Club two years and promoted from Sales Representative to Senior Sales and then to Account Representative each year.

EDUCATION

WESTERN MICHIGAN UNIVERSITY, Kalamazoo, MI

Bachelor of Business Administration (BBA) – Marketing

PROFESSIONAL DEVELOPMENT

DISC Profile Training – Personality INSIGHTS (2015) • Scotwork – Coaching & Negotiation Training
Miller Heiman – Strategic Selling • Interviewing Athletes for Managers • Legacy – Managing Quality Sales Efforts
American Management Association – Field Management of Sales People