**Brendan Brogan**

**Birmingham, AL • (205) 835-0926 • broganb84@gmail.com**

**Vice President Sales/ National Sales Director**

***Driving revenue growth in healthcare***

**Executive Leadership/ Management - Vice President Sales &** **National Sales Director** As the Vice President of Sales at Transcend Biologics, I lead the national sales strategy and execution for a cutting-edge medical device start-up company that specializes in orthopedic solutions. With over 20 years of experience in the healthcare industry, I have a proven track record of delivering results and exceeding expectations in a highly competitive and dynamic market.

My core competencies include key account management, consultative sales management, KOL management, and revenue growth. I have built and led a top-performing sales team that has achieved multiple awards and recognitions, including the President's Club, Horizon Awards, and Top Sales Award. Experience in leading the development and execution of commercial strategies. I have also established and maintained strong relationships with GPOs, IDNs, and public sector healthcare organizations, driving market share and customer loyalty. My mission is to empower my team and my customers with the best solutions and services that improve patient outcomes and quality of life.

**Areas of Expertise**

Business Development • Sales Management • Revenue & Profits • KOL Management • Competitive Analytics • CRM Management

Strategic Planning • Capital Equipment Sales • National Sales Teams • Challenging Market Competition

**PROFESSIONAL EXPERIENCE**

March 2023 to Present **• Transcend Biologics • Dallas TX.**

**Medical Biologics Start-up company specializing in Sports Medicine, Wound Care and Capital Equipment, Ultrasound and Biologics**

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| **Vice President of Sales**Leading a national sales strategy for a cutting –edge medical device company specializing in Orthopedic solutions including Sports Medicine and Wound Care. Developed commercial strategies that led to sustained incremental growth. | * ***Team Building:*** *Successfully trained over 20 distributors and 100 direct representatives, achieving over 200% sales revenue growth in one year.*
* ***Marketing Development*** *Collaborate****d*** *on the launch of new product growth initiatives and developed cost-effective surgical techniques for surgeon marketing toolkit.*
* ***Sales Growth:*** *Drove a remarkable 200% increase in new sales over previous year*
* ***Capital Equipment –*** *Spearheaded the launch of a strategic sales plan for Ultrasound*
* ***CRM****- Leveraged CRM tools to enhance sales efficiency and customer engagement*
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March 2021 to Feb 2023 **• *Mazzaferro Medical*•**San Paulo, Brazil

**Director of Sales North America and Canada-** Consultant

*• Led expansion efforts into US and Canadian markets for sports medicine device manufacturing*

*• Implemented strategies to drive OEM sales growth and increase market presence.
• Achieved a 25% increase in sales revenue within the North American region.*

2018 to 2021**• *Maruho Medical* • *Formerly Valeris Medical* •** Atlanta, GA

***Privately held Orthopedic start-up Sports Medicine Manufacturer dedicated to improving sports medicine outcomes by providing surgeons with innovative technologies for orthopedic surgeries.***

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| **National Sales Director | Sales Director – Eastern US** Served as National Sales Director for Valeris Built and managed Orthopedic Sports Medicine Sales Distribution network. Encouraged new product development and solid team performance. Built KOL strategic development network . Encouraged optimal use of Valeris Surgical techniques, significantly increasing sales revenue.  | * ***Team Building:*** *Trained 18+ distributors & 75 direct representatives to grow sales revenue in 1 year to 30%+. Trained & managed additional 15 direct representatives.*
* ***New Product Development:*** *Facilitated with new sales strategies to support Start-up product launch.*
* ***Sales Growth:*** *Attained 130% new sales growth from previous year.*
* ***Profitable Acquisition****: Initiated and played critical role in acquisition of Maruho & Valeris.*
* ***Revenue Results:*** *Launched SOP National Consignment Inventory Management program to save Maurho Medical $600K in inventory revenue.*
* ***Contracts –*** *Worked with National GPO’s & IDN Healthcare networks to develop strategic*
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2009 to 2018 **• Conmed • Arthrocare • MTF Biologics•Vascutek• *Cornerstone Surgical* •** Birmingham, AL

***Medical device distributor specializing in Orthopedic Sports Medicine, Extremity Biologics and Capital Equipment sales.***

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| **Director & Vice President of Sales**Spearheaded launch & continual leadership of business. Served, as manufacturer’s representative to OEM orthopedics providers, sports medicine, & extremity medical solution, including Vascular& Biologics. Developedhigh-performing distributor sales team of 15 sales representatives Managed healthcare, GPOs, & IDN contracts across Southeast.  | * ***Relationship Building:*** *Cultivated lasting relationships with high-profile OEMs, such* ***as Arthrocare,*** *(Acquired by Smith & Nephew),* ***CONMED Linvatec, Vascutek,******MTF Biologics****,* ***Aziyo Biologics, Quickclot, BioPro, & Boss Instruments.***
* ***Performance Management:*** *Transformed declining market share for CONMED Linvatec in 2 years, providing 25% growth during 3rd year with 108% of sales target. Ranked as Top 5% of nationwide capital equipment sales.*
* ***Profitable Sales Growth:*** *Delivered $4.8M in total gross revenue. Gained recognition* ***in President’s Club Award*** *in* ***2012, 2014, & 2016.***
* ***Outstanding Results:*** *Secured MTF Biologics sales with 175% during 1st year followed by 30% YOY growth in next 2 years.*
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2006 to 2009 **• Siemens Healthineers • *Surgical Imaging Resources* •**Birmingham, AL

***Medical device Distributor Company selling x-ray equipment and Urology Tables to surgeons and Health care facilities***

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| **Principal**Served as part owner of distribution business for 7 state territories located across Southeast for Siemens Healthineers, leading X-Ray medical technology company. Negotiated GPO contracts on behalf of Siemens that created 50 million in sales revenue | * ***National Recognition:*** *Distinguished as top-ranking national sales representative for surgical Vascular & Endovascular, Urology ,Nuero Surgery.*
* ***Revenue Growth:*** *Trained and developed team of 10 sales professionals to secure agreements with surgeons & radiologists. Boosted annual revenue growth from 0 to $6.5M over 3-year period.*
* ***Negotiations:*** *Secured $6.1M & $6.4M major agreements for multi-product Urology rooms & mobile C-Arms with group purchasing organizations.*
* ***Product Sales:*** *Acquired major sales by placing Siemens Healthineers products across 150 regional SCA Surgery Centers.*
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1998 to 2006 **• *Symmetry Medical* • *Leica Microscopes* •*Specialty Surgical Instrumentation* •** Birmingham, AL

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| **Senior Sales Representative**Partnered with hospitals & healthcare organizations to promote medical device sales. Trained and mentored high-performing team of sales representatives to increase sales goals.  | * ***Sales Growth:*** *Increases territorial sales by 257%.*
* ***Performance Awards:*** *Received multiple sales awards & accolades, including President’s & Horizon Award for top sales performance.*
* ***Medical Device Sales:*** *Marketed and advertised top selling brands to hospitals & healthcare centers. Examples included Olson Medical, MedComp, & Symmetry Surgical.*
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*Medical Device Company selling top brands*

***Sales Representative*****• IDN Management• Top Sales Representative with Multiple Manufactures**

**EARLY CAREER**

1990-1997**• *Campbell Soup Company* • Sales Trainee • SALES Representative • NATIONAL Account Management**

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|  **EDUCATION & PROFESSIONAL DEVELOPMENT*****University of Alabama*** BACHELOR OF ARTS | COMMUNICATIONSThe Matrix Complex Sale | Elite Sales | Management Leadership Courses | Salesforce.com |  |

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