

GUILLERMO (BILL) PARISI

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PROFESSIONAL SUMMARY

Senior Business Executive with extensive experience in sales, marketing, service management of direct and indirect representations of distribution channels with in-depth knowledge of Latin America markets. Broad experience in international markets with emphasis in Latin America and the Caribbean. 20+ years of solid experience in the healthcare industry, physician relationship building and sale of healthcare solutions throughout Latin America. Currently leading the Latin America sales and distribution teams of LAP Laser a global leader in precision laser systems used in Radiotherapy treatment. In addition to secondary dose check of treatment plans and QA systems. Responsible for the sale and promotion of these products and services throughout Latin America and the Caribbean. Experienced in both domestic and International Latin America health care markets. Expertise in managing sales and service business with P&L responsibility, through direct and distributor operations. Excellent ability to understanding customer and market requirements for providing solutions-based results within all levels of the customer organization both in private and public market segments. Strengths include:

- Tri-Lingual, English as primary language with complete fluency in Spanish and Portuguese
- Global experience with primary strength in Latin America and Caribbean
- Excellent leadership, communication proficiencies and customer relationship skills

PROFESSIONAL EXPERIENCE

LAP LASER – Boynton Beach, FL.

2019 - 2023

LAP Laser is an industry and worldwide leader in the production of precision laser systems used for accurate and repeatable patient marking in use with Radiation Therapy treatment. Quality Assurance, dosimetry and secondary dose check of treatment plan used with radiation treatment procedures.

Director of Sales Latin America:

Providing distribution management and sales leadership across the Latin America Region including Brazil of existing LAP distribution network. Developing new distribution channels for the sale and commercialization of LAP QA products and software related to dose and Radiation treatment plan verifications. Driving Marketing and Regulatory process across LATAM for new product introduction for incremental sales and revenue growth.

ZIEHM IMAGING Inc. – Orlando, FL.

2015 - 2019

Ziehm Imaging specializes in the development, manufacture, and worldwide marketing of mobile C-arm X-ray imaging solutions for interventional operating room procedures. The Ziehm C-arms utilized in wide variety of medical applications including vascular and endo-vascular, cardiac, vascular access, neuro-spine, orthopedic, trauma, brachytherapy, urology, GI and pain management. This is a high-performance surgical imaging device.

Director of Sales Latin America:

Responsible for sales leadership for distribution channels throughout Latin America and the Caribbean. Evaluated distribution channels and refocused strategic direction to target key market segments and clinical applications to drive best device solution to meet end-user needs. Developed strategic relationships with KOL in key market segments of Neurosurgery, Orthopedic Trauma, and intraoperative surgical procedures. Worked to develop key reference accounts throughout the regions to increase brand awareness and product differentiation. Grew business by more than 75% in first year.

MORTARA INSTRUMENT Inc. – Milwaukee, WI.

2010 - 2015

Mortara Instruments is a privately held (made in the USA) manufacturer of diagnostic electrocardiography and patient monitoring solutions. Innovative portfolio of diagnostic ECG devices designed to serve the continuum of clinical care. Mortara provides a broad range of ECG acquisition devices in telemedicine applications from the physician office to a complete hospital solution. Mortara's innovative technology provides wireless platform, encouraging open architecture IT solutions with DICOM and interconnectivity solutions.

Vice President of Latin America Sales:

Responsible for sales leadership and strategic direction throughout Latin America for more than \$5.0M in annual sales of Diagnostic Cardiology and Patient Monitor products. Provide strategic leadership and sales management for more than 15 business channel partners (distributors) network throughout Latin America and the Caribbean.

- Worked with senior medical staff and cardiologist at key VIP and KOL accounts in Brazil, Mexico, Colombia and other strategic accounts, throughout Latin America.
- Exceeded sales plan of \$5.0M by 10% due to new market opportunities and execution of key projects throughout the Latin America region.
- Developed annual sales plan in support of organization strategy and objectives.
- Implement, approved distribution strategies and manages multiple channels selling strategies.

TELEFLEX MEDICAL – TELEFLEX INC., Durham, NC.

2006 - 2010

Manufacturer of complete line of Medical Devices, in the Surgical, Respiratory, Anesthesia and Urology market. Teleflex Medical products currently consist of Weck Closure Systems, Pilling Instruments, Pleur-Evac, Hudson-RCI and Rusch products.

Sales Director, Latin America

Responsible for sales leadership throughout Latin America for more that \$45.0M in annual sales. Provide strategic leadership and sales management for 5 Regional Area Sales Managers throughout Latin America. Supported distributors and end-user customers in the areas of Surgical, Medical ICU with the full range of Teleflex Medical products.

- Integrated separate business entities into one Teleflex Medical market solution.
- Business entities include Weck, Pilling, TAUT, Hudson, Rusch and Arrow
- Reorganized distribution network to support Teleflex branding and GTM strategy.
- Archive 95% of 2007 sales quota, in preparation to increase 2008 quota by 15%

HILL-ROM CORP, – HILLENBRAND INDUSTRY., Batesville, IN

2001 - 2006

World leader in Hospital Beds from Incubators to Specialty Therapy Treatment Products

Sales Manager, Latin America – Brazil and Southern Cone

2002 - 2006

Responsible for the direct management and sales leadership of more than 12 distributors and sales agents within eight countries in the southern half of Latin America. Capital product sales consist of hospital beds for the critical care ICU, medical-surgical patient rooms as well as special therapy departments. Provide consulting services in architectural planning and patient room design including hospital furniture sales.

- Surpass Sales Quota of \$4.0M – by 11% of plan
- Increased sales distribution channel in Brazil from 4 to 8 sales teams
- Surpassed Sales Quota of \$3.5M by more than 5%

Director, Capital Service – Southeast Region

2001 - 2002

Director of service operations within the Southeast Region of the Hill-Rom Corporation. Accounted for more than \$7.5M in total service revenue, with multi-state responsibility of more than 30 FTE staff. Provided service leadership and operational structure for Capital Service Operation within the Hospital-, Short- and Long-Term Facilities as well as multi-hospital system.

- Managed region operating budget and P&L objectives driving 15% revenue growth.
- Lead team for completion of updates as governed by FDA and company guidelines.
- Achieved and surpassed Regional Operation goals in expense reductions goals.

GE HEALTHCARE, Milwaukee, WI**1981 – 2001**

Advanced diagnostic imaging and service technologies.

Services Marketing Manager, Latin America, Miami, FL

1999 – 2001

Managed services marketing and sales for medical imaging equipment for Latin America. Provided strategic direction and operational leadership for both direct operations as well as in-direct distributor operations, within the Latin America Region. Organized pricing and margin analysis to drive sales initiatives and promotions.

Achieved 20% service revenue growth from prior year up to \$60M.

- Developed and provided training for new positions both at regional and local level.
- Obtained and surpassed business margin targets and commitments.

Account Manager Service, Central Region, Waukesha, WI

1992 – 1999

Managed sales of full spectrum of services and customer solutions for all types of medical imaging products, at both hospital and independent owner market within Wisconsin and Northern Illinois region. Sales included contracting of OEM and non-OEM services, after warranty parts and equipment, and software sales to installed base.

- Increased service sales by more than 32% from \$12M to \$25M.
- Gained more than 12% in market share growth.
- Obtained Omega Board – Sales and Service Special Recognition Award

EDUCATION AND PROFESSIONAL DEVELOPMENT**BS, Electrical Engineering**, DeVry Institute of Technology, Chicago, IL**Liberal Arts and Sciences**, University of Illinois, Chicago, IL

Six Sigma Methodology and Process Green Belt Trained and Certified

Manager Development Course, GE Corporate Training, New York, NY

Experienced Manager Course, GE Corporate Training, New York, NY

Strategic Account Management, GE Training Extension, Boston, MA

Service Sales and Marketing, GE Training Institute, Milwaukee, WI