

# MARK SAUNDERS

137 FIFTH AVENUE, NEW YORK, NY 10016

212-817-3621

saunders\_mark@gmail.com

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## PROFILE

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Versatile and target-oriented Sales Executive with 4+ years experience in strategic sales, marketing, and persuasive negotiations with proven track record in handling start-up operations and territory expansion. Specialized in integrating technical specifications with sales presentations to promote better understanding. Consistently earned top ranking in two Fortune 100 companies and helped achieve sales growth of 24.2% YTD with projected \$1.9 million in sales for 2013 with the current employer.

## SKILLS & COMPETENCIES

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- Sales Analytics
- Commercial Negotiation
- Persuasive Presentation
- Categorical Communication
- Financial Management
- CRM Software: Microsoft Dynamics, Sales Force, Zoho, Anaplan, Big Machines,
- Software: MS Office (Word, Outlook, PowerPoint, Excel), Apple iOS LionX, Lotus Notes, Adobe, Cisco WebEX
- Entrepreneurial Vision
- Project Management
- Troubleshooting
- Case Study Development
- Training & Development

## PROFESSIONAL HISTORY

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### **ROYAL CANIN, Subsidiary of MARS Inc.**

**July 2012 – Present**

**Designation: District Manager, Oklahoma City**

**MARS Inc. is the largest and the fastest growing Pet-care Company with 1.5B in sales in 2012.**

#### **Responsibilities:**

- Management of 130 veterinary clinics and 270,000 accounts
- Design and execution of a 12 month plan to boost sales of gastrointestinal, urology, and dermatology prescription diets in Oklahoma City and West Texas
- Development of social media integration program for District Managers in Western United States
- Making presentations, interviewing candidates, and providing assistance for training and shadowing

#### **Achievements:**

- Achieved sales growth by 24.2% YTD with projected \$1.9 million in sales for 2013
- Made Oklahoma City a territory where sales recorded the 10<sup>th</sup> fastest growth in the United States
- Ranked 30<sup>th</sup> out of 166 employees
- Achieved and tiered KPI's goals at 112%; increased SKU count by 34%

### **INFUSED MEDICAL TECHNOLOGY INC.**

**2011 - 12**

**Designation: District Manager**

#### **Responsibilities:**

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- Directed sales operations, cold calling, and presentation of products before decision makers
- Established of long-term sales objectives for sale to key customers that included distributors, endocrinologists, and independent pharmacists
- Developed marketing and advertising strategies for this start-up medical company
- Negotiated key profile contracts with distributors through telesales, Skype calls, and LinkedIn

### **Achievements:**

- Spearheaded a team that launched product expansion for FDA-approved diabetic insulin pump and diabetic wound care products.
- Developed sales roadmap that delivered over \$120,000 in annual sales in 2011

### **VERRAMED LABORATORIES LLC.**

**2011 – 2011**

**Designation: District Manager**

#### **Responsibilities:**

- Educated pain management physicians and psychiatrists on application of new drugs for testing
- Acquired new business accounts with well-established independent physicians through cold calling
- Sold oral fluid drug testing kits to doctors for assistance in risk evaluation and mitigation strategies

#### **Achievements:**

- Exceeded sales targets by 13% via sale of over 45,000 items of new products in the North Dallas area

### **MEDICAL SALES COLLEGE**

**2011 – 2011**

**Designation: Intern**

A rigorous medical device education program focusing on orthopedic reconstruction and trauma implantable devices

#### **Responsibilities:**

- Worked with surgeons and under guidance of Stryker devices representatives in OR observing
- Shadowed a Spine Rep – Medireca on sales calls to Spine Surgeons for the screw and rod system and the Spinwave-Staxx XD expandable peek spacer
- Participated in 80 hours of videoed role-play sales calls to enhance selling strategies and techniques
- Mastered medical device terminology for prosthesis' and human anatomy
- Assisted in OR case with live observation with Triathlon Knee, Genesis, Solar implants
- Performed step-by-step surgical procedures and accurately positioned the prosthesis on saw bones

### **AT&T INC.**

**2009 – 2011**

**Designation: Sales Consultant**

#### **Responsibilities:**

- Developed new business and retail clients
- Leveraged AT&T's complete digital portfolio of wireless communication, DSL, home phone, and Direct TV

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## Achievements:

- Level I Small Business Certification in AT&T's 3-week sales training program
- Highest Sales for May 2011: Placed 10<sup>th</sup> in the South Eastern Market Sales Power Rankings 2010; Top 10% in CFT scores in DFW East; Ranked in the top 25 for North Louisiana Territory 2009

## ENTREPREUNERIAL VENTURES

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### DREAMS2REALITY LLC.

2011

**Designation: Co-Founder CEO**

#### **Responsibilities & Achievements:**

- Successfully designed resumes for recent college pass outs and midlevel professionals wanting to break into B2B and medical sales jobs
- Coaching for interviews
- Designed 30-60-90 day business plans, and portfolio competitive analysis for clients

### 2020 APPS LLC.

2010

**Designation: CEO**

**Location: Dallas, TX**

**Responsibilities** included selling used iPhones and Android Apps through Small Biz Apps Programs at venues such as golf courses, salons, non-chain food restaurants

## EDUCATION & TRAINING

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### MBA Finance

2013 - Anticipated Graduation 2014

Oklahoma Christian University

### Orthopedic Reconstruction and Trauma Device Specialist

2011

Medical Sales College

### B.S. in Kinesiology with a Clinical Concentration

2009

Louisiana Tech University

### MBA COURSEWORK PROJECTS

#### **Candies Night Club**

Codified and created a Project Management Workbook complete with liquor inventory control, critical employee schedules, and marketing budgets that boosted overall sales by 3% and retention of Friday night crowd by 5%

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### **Hammond Vet Clinic**

Updated an obsolete filing system by incorporation of technology upgrades and resolution of major gaps and risk exposures in inventory control and customer relationship management

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