

Zain Benson

Area Sales Leader, Urology Robotics

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STRENGTHS

- 🔗 **Clinical translation**
Turns kidney stone workflows into clear adoption conversations. Clinicians gained practical context during demonstrations and live case support.
- ♥ **Commercial planning**
Quarterly plans connect capital sales, procedure growth, disposable revenue, and launch priorities. Forecast discussions became more focused.
- 👥 **Stakeholder alignment**
Brings physicians, nurses, administrators, and economic buyers into one discussion. Teams moved forward with clearer decision criteria.
- ⚙️ **Launch coordination**
Installation readiness, training, and service handoffs stay connected. Customers received steadier support through early utilization.
- 📈 **Economic selling**
Frames pricing and program terms around customer economics. Value analysis conversations became easier to advance.
- 🏠 **Field adaptability**
Live cases and overnight travel demand calm execution. Service partners and clinicians relied on timely follow through.

SKILLS

Capital equipment sales

Medical device sales Urology

Robotic surgery

Operating room selling

Kidney stone workflows

Territory planning Forecasting

SUMMARY

Medical device capital sales professional with six years of progressive healthcare commercialization experience across robotic surgery, urology, **operating room selling**, and complex capital equipment. Builds territory plans, manages forecasts and opportunity funnels, and translates clinical, technical, and economic value for physicians, nurses, administrators, value analysis teams, and economic buyers. Supports live cases, system demonstrations, pricing strategy, installation readiness, customer training, referral education, and post sale utilization across hospitals and **ambulatory surgery centers**. Connects **kidney stone workflows** with practical adoption plans that support procedure growth, **disposable revenue**, customer satisfaction, and long term utilization. Works effectively with clinical representatives, service partners, and internal leaders in regulated environments. Ready for extensive field travel, independent execution, and high stakes commercial conversations.

EXPERIENCE

Senior Territory Sales Specialist, Urology Robotics

Asterion Surgical Robotics 📅 July 2024 - Present 📍 Nashville, TN

Owns a multistate robotic urology capital territory, guiding account strategy, clinical adoption, commercial planning, and post launch utilization. Partners with physicians, administrators, value analysis teams, clinical specialists, and service partners across hospitals and ambulatory surgery centers.

- Built quarterly territory plans linking capital opportunities, **procedure growth**, disposable revenue, and **launch priorities**.
- Guided clinicians and **economic buyers** through robotic demonstrations, workflow reviews, and capital approval milestones.
- Connected kidney stone workflows with **installation readiness**, training, referral education, and **post launch utilization**.
- Maintained forecasts documenting decision criteria, **funding pathways**, competitive position, and next actions.
- Supported live cases with clinical specialists and service teams in regulated procedural environments.
- Negotiated proposals balancing pricing, program terms, customer economics, utilization, quality, and compliance.

Capital Equipment Sales Representative

Meridian Medical Systems 📅 October 2022 - June 2024 📍 Louisville, KY

Managed complex hospital capital opportunities from discovery through purchase, connecting technical demonstrations, financial value, implementation readiness, and service handoffs. Built account strategies with clinical champions, supply chain leaders, administrators, and economic buyers.

- Managed hospital capital opportunities from discovery through purchase with clinical and economic stakeholders.
- Presented technical capabilities and financial value for complex medical systems to **value analysis** teams.
- Created rolling **forecasts** around qualified opportunities, budget cycles, competition, and implementation readiness.
- Coordinated **demonstrations**, **site preparation**, delivery, installation, education, and service handoffs.
- Supported **operating room** evaluations while following facility access, **protective equipment**, quality, and compliance requirements.
- Tracked competitive activity and customer feedback, identifying expansion opportunities within hospital accounts.

Funnel management

Account strategy Value analysis

Economic selling Clinical adoption

Healthcare compliance

Customer training

LANGUAGES

English Native

Spanish Beginner

MY CAREER



● Senior Territory Sales Specialist, Urology Robotics at Asterion Surgical Robotics (2.2 Years)

● Capital Equipment Sales Representative at Meridian Medical Systems (1.7 Years)

● Healthcare Sales Associate at Bluegrass Clinical Technologies (2 Years)

● Medical Technology Commercialization Associate at University Sales Practicum (7 Months)

Healthcare Sales Associate

Bluegrass Clinical Technologies 📅 September 2020 - September 2022 📍 Lexington, KY

Supported business to business sales of clinical equipment across physician practices and hospital departments. Prepared demonstrations, maintained opportunity records, coordinated installations, and translated device capabilities into practical workflow and operational value.

- Supported **business to business sales** of clinical equipment across physician practices and hospital departments.
- Prepared **demonstrations** and technical materials connecting device features with clinical workflow benefits.
- Maintained opportunity records, **forecasts**, and follow up plans covering needs, budget timing, and evaluation status.
- Coordinated installations, onboarding, and **issue resolution** with service and **education** teams.
- Observed procedural workflows and gathered user feedback, informing stronger adoption conversations.
- Expanded accounts through consistent follow up and identification of replacement and **add on needs**.

Medical Technology Commercialization Associate

University Sales Practicum 📅 January 2020 - August 2020 📍 Lexington, KY

Completed supervised commercialization work focused on capital medical technology, stakeholder mapping, purchasing stages, clinical value, and compliant account planning. Practiced technical presentations, qualification, objection handling, forecasting, and economic modeling through guided simulations.

- Mapped stakeholders, purchasing stages, and clinical value for a supervised capital technology project.
- Built territory segmentation using account potential, procedural volume, competition, and capital timing.
- Delivered a technical product presentation to faculty acting as clinical and **economic buyers**.
- Created a value model comparing acquisition cost, **utilization** assumptions, and operational considerations.
- Practiced qualification, objection handling, **forecasting**, and account planning through supervised simulations.
- Presented recommendations connecting **clinical needs**, economics, implementation planning, and compliant communication.

PROJECTS

Kidney Stone Workflow Adoption Model 📅 2026

Created a practical adoption model connecting kidney stone treatment workflows, stakeholder needs, installation readiness, training, referral education, and utilization planning.

Capital Territory Forecasting Framework 📅 2024

Built a territory planning framework linking account segmentation, funnel stages, funding pathways, competitive position, forecast discipline, and launch priorities.

LEADERSHIP & AWARDS

- Recognized for consistent ownership of complex urology robotics territory planning and customer adoption work.
- Selected for strong technical presentations connecting clinical workflow, customer economics, and capital purchasing decisions.
- Commended for dependable live case support, service coordination, and compliant customer communication.

EDUCATION

Bachelor's Degree in Business Administration

University of Kentucky 🎓 GPA: 4.0 📅 2020 📍 Lexington, KY

Coursework: Sales management, healthcare marketing, business planning, financial analysis

CERTIFICATIONS

- Valid Driver's License 📅 2026
- Hospital Vendor Credentialing and OR Safety Training 📅 2026

TECHNICAL SKILLS

- **Medical Device Sales:** Capital equipment sales, Medical device sales, Complex medical sales
- **Urology Workflows:** Urology, Endourology, Kidney stone treatment
- **Robotic Surgery:** Robotic surgery, Robotic assisted platforms, Surgical robotics
- **Operating Room Sales:** Operating room selling, Live case support, OR safety
- **Territory Planning:** Quarterly business plans, Territory plans, Account segmentation
- **Forecasting Systems:** Opportunity funnels, Sales forecasts, Funding pathways
- **Commercial Strategy:** Pricing strategy, Program terms, Economic selling
- **Customer Adoption:** Clinical adoption, Procedure growth, Disposable utilization
- **Implementation Support:** Installation readiness, Customer training, Launch support
- **Healthcare Compliance:** Healthcare regulations, Quality requirements, Compliance policies
- **Stakeholder Engagement:** Physician engagement, Value analysis, Economic buyers
- **Sales Enablement:** Product demonstrations, Technical discussions, Clinical presentations

PROFESSIONAL AFFILIATIONS

- Medical device commercialization community member focused on clinical adoption and customer value.
- Healthcare sales network participant engaged with operating room workflows, capital planning, and procedural technology.

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST