

Zain Benson

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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

July 2024 - Present

Asterion Surgical Robotics

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

October 2022 - June 2024

Meridian Medical Systems

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.

Healthcare Sales Associate

September 2020 - September 2022

Bluegrass Clinical Technologies

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

January 2020 - August 2020

University Sales Practicum

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

2020

University of Kentucky GPA: 4.0

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

SKILLS

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|---------------------------|--------------------------|---------------------|-------------------------|
| • Capital equipment sales | • Operating room selling | • Funnel management | • Clinical adoption |
| • Medical device sales | • Kidney stone workflows | • Account strategy | • Healthcare compliance |
| • Urology | • Territory planning | • Value analysis | • Customer training |
| • Robotic surgery | • Forecasting | • Economic selling | |

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.

LANGUAGES

- English (Native)
- Spanish (Beginner)

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST