

Mariana Owen

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SUMMARY

Compassionate sales leader with over 7 years in the medical products domain, particularly focused on revamping distributor relations and accelerating revenue growth. Skilled at nurturing relationships with buyers and category managers, resulting in significant partnership advances. Proven success in managing complex accounts through diligent negotiation during lengthy sales cycles. Developed tailored private label solutions for existing clients while identifying new business opportunities within distributor accounts. Contributed valuably to RFP preparation, ensuring competitive offers by aligning internal stakeholder input effectively. Enthusiastic about leveraging this experience to make an impactful contribution.

EXPERIENCE

Senior Sales Executive

January 2020 - Present

HealthPro Distributors

Chicago, IL

Strategized growth initiatives focusing on key national distribution accounts while overseeing various operational dynamics impacting revenue. Managed a team dedicated to enhancing service delivery and meeting diverse customer needs.

- Spearheaded initiatives leading to a 25% sales increase with major partnerships like Medline.
- Cultivated invaluable ties with category managers facilitating improved product collaborations.
- Standardized processes contributing to timely responses for distributor proposals, fostering efficiency.
- Developed compelling private label product portfolios tailored to evolving market demands, securing account loyalty.
- Launched high-impact product sampling strategies that increased purchase order conversions significantly.
- Tracked sales performance metrics and presented actionable insights in monthly reviews with executive teams.

Account Manager

June 2016 - December 2019

MediSupply Partners

Peoria, IL

Directed account strategy programs aimed at maximizing profitability within high-stakes client portfolios. Collaborated closely with cross-functional teams to ensure sync between pricing models and client expectations.

- Achieved consistent sales targets through effective account penetration and targeted marketing efforts.
- Instituted solutions proactively identifying bids and RFP processes to streamline competitor offerings.
- Engaged in rigorous market analysis revealing trends that influenced product development directions.
- Enhanced team performance through robust training sessions on new product functionalities and sales techniques.
- Participated hands-on in various RFP campaigns that yielded a stronger market position in fast-moving segments.
- Fostered client relationships made easier by addressing their concerns swiftly and thoughtfully, earning repeat contracts.

Sales Representative

March 2015 - May 2016

MediTech Solutions

Champaign, IL

Executed outreach campaigns for healthcare facilities, accumulating a diverse client base across multiple sectors within the market. Focused on understanding client specifications and aligning solutions accordingly.

- Secured a marked uptick in hospital partnerships through active networking and introduction strategies.
- Played a pivotal role in preparing proposals documented extensively for customer satisfaction benchmarks.
- Maintained continual dialogue with stakeholders ensuring all offerings met current compliance levels.
- Educated prospects on product benefits which critically enhanced overall approval rates from clinics.
- Monitored sales trends, delivering essential feedback loops into product development discussions timely.
- Celebrated as a top performer for maintaining excellence across two consecutive quarters.

LEADERSHIP & AWARDS

- Top Performer Recognition - HealthPro Distributors for Q1 2022
- Excellence in Account Management Award - MediSupply Partners 2018

EDUCATION

Bachelor's Degree in Business Administration

2015

University of Illinois GPA: 3.7

Champaign, IL

Coursework: Marketing Strategy, Finance, Operations Management, Sales Techniques

CERTIFICATIONS

- Certified Medical Sales Professional (CMSP) 📅 2020

- Sales Management Certification 📅 2021

TECHNICAL SKILLS

- **CRM Software:** Salesforce, HubSpot, Zoho
- **Office Productivity:** Microsoft Office Suite, Google Workspace, Slack
- **Data Analysis Tools:** Tableau, Excel, SPSS
- **Medical Supply Platforms:** Medline, Cardinal Health, McKesson
- **Communication Tools:** Zoom, Microsoft Teams, Email Marketing
- **Research Methods:** Qualitative Analysis, Quantitative Analysis, Market Research
- **Training Programs:** Internal Workshops, eLearning Modules, Hands-On Practice
- **Proposal Writing:** RFP Documentation, Custom Sales Proposals, Strategic Presentations
- **Regulatory Compliance:** FDA Guidelines, HIPAA Regulations, ISO Standards
- **Private Label Development:** Brand Specification, Product Design, Vendor Coordination

SKILLS

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|----------------------|-----------------------------|-------------------------|-----------------------|
| • Account Management | • Private Label Development | • Customer Engagement | • Presentation Skills |
| • Sales Strategy | • Market Analysis | • Product Knowledge | • Conflict Resolution |
| • Negotiation | • Relationship Building | • Healthcare Compliance | • Data Analysis |
| • RFP Management | • Team Collaboration | • Technical Proficiency | • Project Leadership |

PROFESSIONAL AFFILIATIONS

- Active Member - National Association of Medical Sales Representatives
- Volunteer Mentor - Local High School Career Day Events

LANGUAGES

- English (Native)
- Spanish (Proficient)

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST