

GERRY RAVNELL

www.linkedin.com/in/gerryravnell/

Corporate business leader with extensive experience in: strategic planning, market development, budgeting, cross functional collaboration, building relationships, project management, business writing and delivery of C-Suite presentations. Skilled at creating a culture that fosters an environment of excellence.

CAREER SUMMARY – Twelve Years



2014 to 2016

REGIONAL SALES DIRECTOR – Option Care Infusion

Development and implementation of strategic plans to drive \$20.5M in revenue budget for service offerings in the state of Texas. Worked to create market/business development opportunities with health systems. Delivered C-Suite presentations to close contracts for impact on sales trajectory and to increase EBITDA (earnings before interest, tax, depreciation, amortization). Worked cross-functionally with operations and marketing departments to deliver expected sales results. Responsible for overall development of Account Manager team and ensuring compliance in customer marketing.

- VP used my strategic business planning format as model for Area and with Corporate.
- Chief Commercial Officer recognized my introduction of case studies to improve processes as a 'best practice.'
- Assigned to Marketing Advisory board.



2004 to 2013

AREA SALES DIRECTOR - Southeast

Developed sales strategies through the analysis of performance indicators to achieve \$185M in sales revenue for Lunesta®. Allocated and managed a \$4.3M marketing budget for TX, OK, AR, LA, MS, AL, GA, NC, SC and FL. Developed, managed and ensured compliance of 11 regional business managers with 128 therapeutic specialists in chain of command.

- Strategic planning resulted in exceeding performance goals in 2011 and 2012.
- Sales results placed my geography as the top producing Area by contributing 36% of national revenue while market only consisted of 33% of revenue potential.
- Developed and led an engagement initiative which resulted in the lowest area turnover in nation.
- Appointment to task forces for creating the new culture, "Noble Selling Purpose" and Mission & Vision.

SPECIALTY MARKETS DIRECTOR – Institutional

Evaluated and refined promotional strategies and strategic business plans to drive sales revenue from teaching institutions, hospitals, home healthcare agencies and physician practices in TX and LA.

Managed the operating budgets for geography and developed relationships with Key Opinion Leaders.

- Collaborative efforts with external business partners resulted in #1 increase in business customers.
- Goal setting and strategic planning resulted in exceeding sales objectives for years 2008 – 2010.
- Exemplary performance resulted in promotion to Area Sales Director.

EDUCATION

- University of North Texas, Denton, TX 76203: Bachelor of Business Administration
- University of Michigan, Ross School of Business: "Management of Managers"
- Rice University, Enhancing Leadership: "Seizing Opportunity in a Fluid Economy"