**Bill Matthews** Columbia, SC

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**Vp / Director of Sales & Marketing – regional Sales manager**

**Growth Strategies / Business Development / Sales Management / Key Accounts / Startups / Turnarounds Market Development / Customer Retention / Operations / Channel Development / Restructuring / CRM
Customer Relationship Management / Expansions / Leadership / Project Management / Forecasting
Performance Improvement / Performance Metrics / / Training & Development / Sales Training Strategic Alliances / Planning / Recruiting / Business Strategy / Cross-Functional Teams / C-Level Decision Support**

An award-winning and versatile healthcare leader with a proven record of driving strong revenue growth and market penetration in the pharmaceutical, biotech, medical device, healthcare and practice management arenas. Built and led diverse multidisciplinary teams to consistently surpass challenging corporate objectives and customer expectations. Delivered customized solutions for respiratory, cardiovascular, immunology, anti-infectives, neurology, psychology post-acute, hospital and buy-and-bill therapeutic areas.

A natural leader, high-energy and inspiring motivator, strong communicator, savvy negotiator and exceptional closer. Known for propelling teams to routinely outperform entrenched competitors and prevailing market trends to win business, open new markets, expand territories and grow existing accounts. Proven expertise in leading in startup, turnaround and high growth environments. Can make an immediate strong impact by:

* **Planning & executing aggressive growth strategies**
* **Developing & launching successful new products & services**
* **Identifying & seizing untapped opportunities & emerging markets**
* **Forging win-win strategic alliances, partnerships & distribution channels**
* **Streamlining sales processes & systems to boost performance to record levels**
* **Recruiting, mentoring, managing & motivating high-powered sales organizations**
* **Building a culture of innovation, continuous improvement & organizational excellence**

Earned a **Bachelor of Arts degree in Political Science** from West Virginia University. Served in the **United States Army in Operation Desert Storm** and awarded the **Bronze Star.** Received numerous and repeated prestigious sales awards and multiple trips**.**

**Career History and Highlights**

**VP of Sales**iScreen Vision (Medical Device Start-Up)
2017 to 2018

Responsible for developing sales strategy and optimizing the organizational sales process and tactics. Recruited, hired, and trained the first sales team established its management structure. Managed 16 direct reports with a budget of $1.2M.

* **Increased new accounts by 27% and increased revenue 22%.** Tasked with rapidly bringing new product to market, restructured sales team from independent to internal reps. Adapted CRM, redefined compensation model, created KPIs, and hired two area managers. Launched product within budget and on time.
* **Improved overall sales forecasting by establishing performance standards and KPIs.** Sales projections and tracking performed manually and were inconsistent. Improved CRM system to include better access by sales team to data and analytics, standardized reporting, and provided tools for timely coaching. Produced better budgeting process and pipeline management, ultimately improving sales results.

**President**Matthews Consulting Group
2015 to 2017

Provided consulting services focused on creating new practices and improving operational efficiencies for long-term care practice groups, post-acute care facility owners, hospitals, and Accountable Care Organizations (ACOs). Recruited for start-up opportunity with iScreen Vision.

* **Rescued faltering practice, doubling revenue to $6M.** Long-term care group in financial decline needed to improve efficiencies and expand business. Analyzed business, implemented strategies to drive efficiencies. Practice was profitable and subsequently received purchase bid within one year.

**VP of Sales and Marketing / VP Clinical Operations**Extended Care Physicians (ECP) and Geriatric Practice Management (GPM)
2014 to 2015

Managed sales, marketing, and clinical operations for a large LT care practice and affiliate that developed and managed a cloud-based electronic health records platform. Within 6 mos. grew sales from $500K to $1.5M and licenses from 104 to 365 in 6 months. Led staff of 12, managed 75 healthcare providers, and held budget of $250K. Practice sold.

* **Restructured enterprise, tripling bottom-line, setting the state for profitable company sales.** Challenged to improve profitability of both businesses to attract buyers. Expanded staff, improved scheduling, restructured procedures, and set KPIs. GPM sales tripled in in six months, garnering a successful offer sooner than projected.

**Regional Director of Business Development / Operations**Provider Health Services (Start-Up)
2010 to 2015

Led operations and business development initiatives, including recruiting, hiring and developing high-performance teams of sales reps and practitioners. Covered 7 southeast states. Grew revenue $9M by expanding 32 facilities and adding 27 new nurse practitioners; opened 32 new accounts in 3 years. Held budget of $350K. Company sold.

* **Generated new practice revenue.** Current model was not competitive nor profitable. Updated the service model, redefining LTC groups as the customer, and offered favorable staffing models, value-added services, and master service agreements with successful practices. Generated significant profit in just one year.

**Sales and Marketing Leadership Positions**GlaxoSmithKline – Pharmaceuticals and Vaccines
1988 to 2010

**Area Market Dir., US Vaccines,** 2010-2010; **Dir. of Sales Leadership Effectiveness and Dir., Customer Engagement,** 2008-2010

Held a variety of leadership positions for sales, marketing, operations, and customer engagement functions. Held $25M budget. Demonstrated leadership career progression within organization. Recruited for start-up opportunity.

**Other GSK positions include:** Sales Director of Regional Immunization; Project Manager for Worldwide Sales Force Excellence; Product Manager for Coreg; Sr. District Sales Manager; Product Manager for Cardiovascular; Training Manager; Regional Trainer/Recruiter; Sr. Hospital Consultant; and Sales Representative.

* **Authored and facilitated sales leadership training program.** Rapidly expanding vaccine sales force required formalized training for a unique sales culture.Created program objectives and competencies, provided leaders with coaching tools, and updated product training to better support goals. Multi-day training sessions held for all 25+ Regional Managers and VPs, each receiving over 40 hours of training.
* **Led six global sales efficiency initiatives on time and under budget.** Tapped by President to lead global project team, implementing programs to improve sales performance and coaching. With $5M budget, reached 40K sales reps / 4500 sales leaders in 200+ countries. Set GSK on path of continuous improvement.
* **Created first direct-to-consumer (DTC) $25M marketing campaign for brand.** Led the first DTC commercial. Selected public relations/advertisement agencies, collaborated with GSK stakeholders, conducted market research, and oversaw in-studio production. Met time and budget goals, helping break the $1B sales record.

**Notable Metrics**

Diamond Tier Award #1 Area Market Director in US vaccines; Diamond Tier Award #1 Regional Director in US Vaccines; Emerald Tier Award for Top 5 Regional Directors in US Vaccines; Gold Leaders Edge Award #1 District Sales Manager US Pharmaceuticals; Silver Tier Award # 2 District Sales Manager US Pharmaceuticals.

 **Personal and Community**

**Volunteer Positions:** Executive Director, His Hand Ministry; Board Member, Hope of Peace; Board Member, YMCA; and Board Member, Salvation Army. **Hobbies:** “High Pointing” - climbing to the highest points in all 50 states.