**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.
* **Transformed and grew sales force with limited resources**. Company hadineffective staffing processes. Developed compensation program to attract top talent yet within budget, defined unique candidate profile, and used innovative recruiting tactics. Made several quality hires and saw increased retention.
* **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 and held frank discussions with owner. Terminated agreements with non-performing providers, redesigned workflows, and contracted with high-potential facilities. 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 long-term care practice (ECP) and its affiliate (GPM) that developed and managed a cloud-based electronic health records platform. Key responsibilities included leading restructuring efforts to improve profitability of both to attract bids from larger practice management firms. Grew sales of gEHRiMed (EMR) from $500K to $1.5M in 6 months and expanded gEHRiMed licenses from 104 to 365 in 6 months. Led 12 direct reports, managed 75 healthcare providers, and held budget of $250K. Practice sold.

* **Restructured enterprise, tripling bottom-line, setting the stage for profitable company sale.** Challenged to improve profitability of both businesses to attract buyers. Expanded practitioners and sales staff, improved provider coverage schedule, restructured back office procedures, refocused sales messaging, and implemented KPIs. GPM sales tripled 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 seven states in the southeast region. Realized $9M in revenue growth by expanding 32 facilities and adding 27 new nurse practitioners; opened 32 new accounts through business development strategies in three years. Worked with one physician, 25 nurse practitioners, and managed two business development representatives; held budget of $350K. Company was sold, and position eliminated.

* **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 Director, US Vaccines,** 2010 to 2010  
**Director of Sales Leadership Effectiveness and Director of Customer Engagement,** 2008 to 2010  
**Sales Director of Regional Immunization,** 2006 to 2008

**Project Manager for Worldwide Sales Force Excellence,** 2005 to 2006

Held a variety of leadership positions for sales, marketing, operations, and customer engagement functions. Set strategy, leveraged efficiencies, and identified opportunities for sustainable growth and revenue generation. Built partnerships with key stakeholders and recruited and managed high-performance teams along the way. Held $25M budget. Demonstrated leadership career progression within organization. Recruited for start-up opportunity with Provider Health Services.

**Other GSK positions include:** Product Manager for Coreg; Sr. District Sales Manager; Product Manager for Cardiovascular; Training Manager; Regional Trainer/Recruiter; Sr. Hospital Consultant; and Sales Representative.

* **Launched “Voice of the Customer” initiative for division.** Appointed to build and implement the first-ever customer engagement project. Collaborated with external consultant and cross-functional leaders to create and deploy survey designed to collect, track, and analyze results. Successful results led to rollout of platform across all US divisions and similar implementation used to boost employee engagement.
* **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 based on the successful sales leader profile, provided leaders with coaching tools, and updated product training to better support new goals. All sales leaders were trained, each receiving over 40 hours of training.
* **Led six global sales efficiency initiatives on time and under budget.** Tapped by US Pharma President to lead global project team, implementing programs to improve sales performance and coaching, sales effectiveness, recruiting standards, analytics, and product knowledge. Held $5M budget and reached 40K sales reps and 4500 sales leaders in 200+ countries. Set GSK on trajectory of continuous improvement.
* **Created first direct-to-consumer (DTC) marketing campaign for the brand.** Chosen to lead the first DTC commercial. Selected public relations and advertisement agencies, collaborated with key GSK stakeholders, conducted market research, and oversaw in-studio production. Launched on time and within $25M budget, contributing to breaking 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.