

Brandon Hall

452 Rosie Lane - Hatfield, PA 19440

610-331-9573 - hallbrandonj@gmail.com - linkedin.com/in/brandonhallogicmindandhealth

MEDICAL SALES LEADER

Inspirational Leadership – Strategic Planning – Business Growth Models – Marketing, Sales & Advertising
Operational Excellence – Health & Wellness – Medical Devices – Professional Development & Training

Executive consultative leader with 15 years of success. Uncovers growth opportunities and improves competitive performance while increasing revenues, market share, and profitability. Quickly achieves aggressive marketing, sales, and operational efficiencies by identifying challenges and implementing responsive systems and processes. Consistently delivers successful outcomes during times of crisis and uncertainty within extremely fast-paced and high-pressure environments.

Serves as a trusted advisor and confidant to customers, executives, management teams, organizational partners, and staff. Identifies hidden opportunities and develops innovative strategic and tactical solutions. Leverages adaptive leadership skills to build dedicated teams driven to augment the corporate bottom line. Additional competencies include:

- Budgets & Forecasting
- Talent Recruitment & Development
- Business Planning & Account Analysis
- Consulting & Book Authoring & Podcasts
- Market Share & Growth Models
- Personal & Professional Development
- Marketing Strategies & Sales Operations
- Workshops, Presentations & Public Speaking

CAREER SYNOPSIS

Logic Mind & Health, LLC, Hatfield, PA

2020-Present

A start-up company providing personal and professional development services to individuals looking to improve mental well-being.

CEO & Founder

Launched online mental fitness training platform, self-published book, blog, and podcast. Develops content creation for blog posts, podcasts, and social media engagement. Researches scientific literature in psychology, health and wellness, and human performance.

- Achieved 100+ book sales, 10,000+ podcast downloads, and 10 workshop contracts during COVID-19 pandemic by self-advertising.
- Awarded partnership with workplace wellness start-up to serve as mental health improvement consultant to improve business health.
- Expanded client base by cultivating speaking engagements, customizing personal and professional development programs, and delivering the programs both remotely and in person.
- Developed a proprietary “4P” mental fitness routine by incorporating physiological, psychological, and philosophical practices to improve brain function, mindset, and well-being.

Boston Scientific, Philadelphia, PA, Trenton and New Brunswick, NJ

2008-Present

A company dedicated to transforming lives through innovative medical solutions and improving patients' health worldwide.

Territory Manager, Wellness Educator, & Ingevity / SICD Product Launch Champion (2013-Present)

Promoted to lead a \$5 million territory serving as Hybrid Watchman representative and new employee mentor. Manages a team of five representatives across technical product in-servicing and clinical services. Defines sales business planning strategies, budgeting, sales forecasting, and contracting to ensure market share growth initiatives. Consults and analyzes account values. Recruits and builds top talent and performs physician training. Appointed as a national R&D council member, area wellness educator, lead Ingevity product launch / SICD champion, and certified SICD field trainer. Reports to the regional sales manager.

- Increased revenues \$30 million, produced a profitable territory, grew market share, and achieved sales plan goals by developing and leading a result-oriented, high-performing, customer-focused clinical team.
- Attained “Best Team Culture” across all territories and in the region by achieving zero staff turnover during the entire tenure and actively applying techniques after attending an Emotional Intelligence training workshop.
- Improved employee satisfaction by delivering virtual wellness presentations to 50+ employees during the COVID-19 pandemic.
- Drastically impacted the lives of 50+ employees by authoring and launching a one-of-a-kind mental health improvement workshop resulting in reduced stress, improved overall well-being, and “life-changing” feedback.
- Won multiple regional contests by outperforming other geographies, executing sales strategies, challenger selling techniques, and a growth mindset.

Senior Field Clinical Representative (2011-2013)

Promoted to clinical lead for a \$5 million revenue territory. Accountable for sales growth and customer retention. Responsible for physician training, implantations, customer retention, inventory management, and scheduling. Served as a regional clinical advisory BOD, regional

cardiology fellows program champion, and clinical training mentor. Reported to a team of sales representatives.

- Increased revenues 50% and educational program engagement by collaboratively developing a sales plan with the sales representatives with proprietary device features and patient benefits.
- Improved service efficiencies, client communications, and sales representative satisfaction by refining daily schedules, tracking clinical activities, and optimizing patient care efforts, enabling reps to focus more on revenue-generating activities.
- Consistently exceeded daily job requirements by performing sales functions earning promotion to a sales representative.

Field Clinical Representative (2008-2011)

Reporting to a single sales representative, organized customer programs, innovation visits, and product in-services. Assisted physicians with cardiac device implantations of pacemakers, implantable cardioverter defibrillators, and biventricular defibrillators.

- Transitioned physician fellows into attending physicians by executing 200+ hours of physician training on cardiac device algorithms.
- Earned “Area Clinical Representative of the Year” and promoted to senior clinical representative for high-performance metrics on cases, clinics, and night and weekend calls.

Cintas Corporation, Allentown, PA

2006-2008

An American corporation providing various products and services to businesses, including uniforms, mats, mops, cleaning, and restroom supplies, first aid and safety products, fire extinguishers and testing, and safety courses.

Market Development Sales Representative (2008) & Management Trainee (2006-2008)

Directed operational improvements across sales, production, customer service, and deliveries. Prepared uniforms and facility hygiene products, delivery, sales, and payment collections. Reported to the general manager.

- Exceeded sales goals by serving as a cross-functional team member across production, service, operations, and sales.
- Increased sales revenues by cultivating new business and garnering new business insights by cross-selling various product lines.
- Bestowed locational “Outstanding Achievement Award” by providing exceptional customer service and exceeding revenue and profitability goals.

EDUCATION, TRAINING, CERTIFICATIONS, & TECHNICAL PROFICIENCIES

Lafayette College, Bachelor of Science in Biology

International Board of Heart Rhythm Examiners (IBHRE), Certified Cardiac Device Specialist

Talent Smart, Mastering Emotional Intelligence

Zoom, Skype/Teams, Asana, Google Suite, MS Office Suite, WordPress, Soundcloud, Garage Band, Kindle Create, Facebook Ads, LinkedIn Ads

COMMUNITY INVOLVEMENT & AWARDS

Lafayette College, Patriot League Champion (2x) & Most Improved Player Award

Pennridge Greenjackets, USA Certified Pop Warner Football Coach

Lafayette College, Student Athlete Mentor

St. Jude Church, Volunteer

BOOKS

Logic Mind & Health: Moving Beyond Stress to a Happier, More Purposeful Life, a comprehensive, science-based approach to reducing stress with an easy-to-follow program for living a happier, more purposeful life. ©2019 Brandon Hall (P)2020 Brandon Hall.

HOBBIES

Guitar, bass, drums, hunting, fishing, skiing, hiking, swimming, basketball, baseball, football, golf, and racquetball.