

CATHERINE DOE

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VICE PRESIDENT | DIRECTOR | TRANSFORMATIONAL LEADER

Specialize in driving medical product sales growth through effective presentations, sales leadership, and client relations

Top-performing, client-centric, and performance-driven Senior Executive with 20+ years of experience and a focus on leading business and growth strategies. Drives organic sales growth and performance marketing process improvement initiatives across B2B sales and revenue verticals, utilizing powerful implementation methodologies. Proven record of making clients the center of strategic decisions and designing effective programs to ensure positive client experiences and outcomes, resulting in enhanced risk mitigation and overall client satisfaction.

- **Business & Sales Growth:** Led two largest locum tenens physician recruiting companies in U.S. with combined revenue over \$1.3B (key contributor to growing company from \$100M to over \$1.5B).
- **Strategy, Vision & Mission Planning:** Successful experience in delivering industry leading results in growth, profitability, employee engagement, and customer satisfaction.
- **Leadership Development:** Adaptive project/management team leader with the ability to inspire/motivate professionals to high achievement.

AREAS OF EXPERTISE

Growth & Profitability Strategies • Client Services • Market Research • Business Development • Project Management
Business Operations Management • Change Management • Market Segmentation • Process Optimization • Strategic Planning
Transformational Leadership • Cross-functional Collaboration • Training/Development • Relationship Management

PROFESSIONAL EXPERIENCE

ABC HEALTHCARE SERVICES | Any City, ST

A leader in healthcare staffing and the nation's largest provider of locum tenens services

Vice President of Business Strategy & Plan Development

Aug 2011 – Present

Contributed to overall strategic direction and performance of ABC as member of Executive Team; led ABC Health and Featherby brands. Worked to build alliances and partnerships across brands through creation of standard process and sharing of best practices. Focused on leveraging size and scale of brands to improve deliverability, efficiency, and customer satisfaction; led Presidents of both divisions and combined team of over 1,400. Headed ABC corporate business development team in creating strategies designed to attract, retain, and grow large hospital systems, associations, and groups across all ABC physician, nursing, and allied brands; interacted and presented to ABC Board of Directors/Investors.

- **Delivered above budget results** by contributing 14% growth in contribution profit.
- **Recognized by *Fortune Magazine's* 100 Best Companies to Work for list for nine (9) consecutive years.**
- **Successfully led placement of over 7,200 physicians in all 50 states;** twice as large as next competitor.
- **Generated industry-leading delivery capabilities and technology-enabled business models** by successfully leading process improvement strategies throughout ABC to enable execution of our digital experience initiative.
- **Improved new hire retention and sales productivity** through development of CORE program and talent acquisition process; subsequently implemented in all divisions of ABC.

Developed, communicated, and executed vision, strategic plan, budget, business development, customer engagement, and succession plan for division. Attained 93% employee engagement score with special recognition from Fortune Magazine. Achieved Inavero best of staffing lifetime service award for demonstrating service excellence.

- **Delivered consistent above industry and above budget results** by contributing 15% CAGR 2011-2017.
- **Grew revenue from \$260M to \$660M and profit from \$50M to \$136M.**
- **Achieved industry-leading growth** through implementation of LEAN methodologies in enhancing efficiency and productivity; strengthened focus on customer feedback and quality in building best-in-class customer experience.
- **Reduced employee turnover rate from 30% to 12%** by improving hiring process and compensation plans; established learning and development program; **#1 rated training initiative worldwide from Training magazine.**
- **Standardized activity metrics and established identification of trends before financial results** by launching and implementing activity management framework for all sales and non-sales actions.
- **Achieved NPS of 68 vs. industry average of 21** by implementing customer experience training, guidelines, and processes within organization.

PROFESSIONAL EXPERIENCE**ABC HEALTHCARE SERVICES (cont.)****Vice President / Director of Sales Operations**

Jan 2002 – Aug 2011

Headed sales and operational activities including strategic development/execution of business plans, structuring, and scaling teams, and driving results through employee motivation and training. Built and managed key relationships and partnerships.

- **Directed the activities of 300+ sales team members, including senior management, while overseeing \$250M budget** and developing, implementing, and managing strategic sales processes, forecasting, and budgeting coordination.
- **Delivered consistent above industry and above budget results** by contributing 14% CAGR 2006–2011 driven by increases in volume, margin, and deliberate investment strategy.
- **Increased profitability and delivered business-critical data** by launching BI Team; provided information used to create formalized processes and gain important metrics.
- **Developed and implemented unified strategy** by leading compensation initiative; aligned employees throughout company and tied leadership compensation to employee performance.
- **Improved healthcare provider deliverability** by developing new specialties and creating new structures to meet customer/market demand.
- **Created operationally aligned \$1M special project sales budget**, resulting in a first in the corporations history.
- **Accomplished massive reorganization of senior sales staff** to better align operational initiatives across multiple divisions and pillars, including streamlining territory alignment and transitioning from two different CRMs to a single CRM platform (SF.com).
- **CEO-selected from a group of top-30 senior leaders** to serve as an active member of the Corporate Executive Council.
- **Facilitated 400% increase in asset utilization** through successfully developing/implementing a dynamic sales strategy focused on rapidly increasing utilization of assets in less desirable markets.
- **Enhanced corporate leadership position** through recruiting/hiring nine (9) additional senior level sales leaders and professionals with six (6) months, including six (6) high-level Sales Representatives and three (3) Vice Presidents.

EDUCATION / FACILITATIONS / AWARDS / AFFILIATIONS**Bachelor of Science in Economics**

Weber State University, Ogden, UT

Education FacilitationNALTO, Staffing Industry Analysts
Guest Lecturer, Weber State University**Awards***(Individual Awards)*Global Power 100 Women in Staffing, Staffing Industry Analysts (2015, 2016, 2017)
100 Most Influential People in Staffing, Staffing Industry Analysts (2013, 2015, 2016, 2017)
30 Women to Watch, Utah Business (2015)*(Corporate Awards)*100 Best Companies to Work For, Fortune Magazine (2010–2017; high as #3)
100 Best Work Places for Millennials / 100 Best Work Places for Women, Fortune Magazine (2015)
Best of Staffing – Talent, Inavero (2012–2017)**Memberships / Community Service**Board Member, National Association of Locum Tenens Organizations (NALTO)
Women's Business Leaders in Healthcare (WBL) / Women's Philanthropic Network within United Way (WPN)