

SUSAN RICHARDS

SALES & MARKETING EXECUTIVE

CONTACT



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CAPABILITIES

- Results Orientation
- Strategy Development
- Hiring & Developing Top Talent
- Inspirational Leadership
- Team Building
- Collaboration
- Analytical Thinking
- Business Acumen
- Negotiation
- Adaptability & Continuous Improvement
- Coaching & Leading

EDUCATION

MASTER OF ARTS
University of Michigan

BACHELORS OF ARTS
Ohio State University

PROFESSIONAL PROFILE

Commercial sales leader with a proven track record of delivering exceptional sales results, client service, and team leadership. Experienced professional known for developing effective strategies, accessing key decision makers, building long-term customer relationships, skillful contract negotiations, and winning business from competitors. Influential talent who builds consensus within senior leadership and inspires teams to elevate performance. Valuable experience gained in sales, marketing, and operations, across a variety of industries, including healthcare, food products, and hardware.

EXPERIENCE

AREA VICE PRESIDENT
Smith Sales / 2014 – November 2017

Key leader within a \$9 billion medical distribution, manufacturing and logistics company. Responsible for leading sales in Ohio and Kentucky markets and a \$400M P&L. Accountable for coaching and leading a sales teams and developing C-Suite relationships and strategies with targeted Health Systems.

- 2016 - executed 5-year, \$500M contract extension with The Ohio State University.
- 2016 - exceeded performance goals by 22%.
- 2015 - exceeded budgeted revenue by \$3.2M, margin by \$1.8M, and operating earnings by \$119k.

EXECUTIVE CLIENT DIRECTOR
Ohio Health / 2012 - 2014

Responsible for building executive relationships within the Cleveland Clinic and MetroHealth, and providing them with relevant products and services from the full GE Healthcare portfolio. Accountable for aligning and leveraging cross functional GE Healthcare resources to maximize client benefit. Identified ways in which GE Healthcare could respond to economic and healthcare reform challenges.

- Achieved 2014 sales budget.
- Launched GE Innovation Center within the Global Center for Health Innovation (Cleveland, OH).

VICE PRESIDENT, SALES
Richmond Health / 2011 - 2012

Medical Manufacturing Segment-PreSource Products and Services. Leader of the acute care sales team and an executive member of the \$1.3 billion medical manufacturing business. Responsible for leading 34 teammates to execute business strategy through direct customer relationships and distribution partner sales representatives.

- Grew FY12 sales by 16.25% and gross profit by 8.02%.
- Executed strategic pricing initiative that resulted in \$652k in gross profit