

Wendy D.M.

Untapped Potential Candidate

Farmington /CT

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PROFILE

Goal-oriented and highly accomplished sales and marketing professional with an exemplary record of elevating revenue and market share through intense research, target marketing and prospecting; recognized for critically evaluating new business opportunities.

KEY SKILLS AND COMPETENCIES

Initiate profitable rapport with new and existing clients. Articulate, diplomatic and effective negotiator; confident presenter; able to efficiently manage the full sales cycle. Demonstrated expertise in effective relationship management complemented by strategic planning skills to produce outstanding business results. Turnaround expertise with ability to effect positive change and results in a lean organization.

PROFESSIONAL EXPERIENCE

CONNOLLY HEALTHCARE, A DIVISION OF CONNOLLY INC. Wilton, Connecticut 2008-2010

An industry leader specializing in financial auditing, consulting and payment error identification services to commercial and government insurers across the country.

Manager, Business Development & Marketing – Connolly Healthcare 2008-2010

Responsible for identifying and developing strategic relationships, selling Connolly Healthcare business solutions in a consultative framework, and generating sales growth. The focus of my role is growth within two segments of the healthcare industry:

- State Medicaid: Establish contacts, create a pipeline and lead sales efforts that support Connolly's Healthcare growth in the government space.
- Commercial Health Plans: Generate leads, secure sales meetings, and present service capabilities and help to penetrate mid-sized health plans throughout the U.S.

Responsibilities:

- Develop sales leads in the state Medicaid market by phone prospecting, attending conferences and utilizing additional networking opportunities.
- Lead efforts in the development of sales presentations, RFP responses and marketing materials.
- Identify and attend appropriate trade shows for Connolly Healthcare
- Contribute to prospecting and sales efforts for the commercial healthcare space.
- Provide regular updates to Connolly's senior management on progress related to business development activities.

GE COMMERCIAL FINANCE, Norwalk, Connecticut 2001-2008

One of six major operating divisions of General Electric.

Marketing Manager, Commercial Programs – Corporate Financial Services • (2008): Led and managed all cross-sell programs. Gathered cross-sell data and analyzed results; scrutinized information to identify lost business opportunities; implemented strategies to capture new business. Collaborated with cross-functional teams and various business units to develop and leverage best practices. Conducted needs and risk assessments; provided recommendations and solutions to management. Implemented and drove strategic initiatives with key clients. Implemented policies and procedures to improve the on-boarding process.



- Served as the project leader for the development and launch of an internal on-boarding website.
- Created and introduced procedures to simplify the on-boarding process and led competency model implementation to determine gaps in sales training.

Associate Sales Manager, Northeast Commercial Leadership Program – Healthcare Financial Services • (2007-2008)

Structured deals and presented financial solutions to hospitals and diagnostic imaging centers (lease and loans). Reviewed financials and collaborated with credit/risk teams to prepare contracts and structure deals, leases and loans; managed new accounts through identification to funding. Supported senior originators to attain sales targets. Attended commercial leadership training throughout year. Extensive travel.

- Secured 13 new business relationships totaling more than \$1.2M in volume.
- Earned LEAN Quality Award for streamlining operational processes and improving productivity.
- Recognized by management and earned Siebel Operations Service Award for developing process improvements relating to deal flow.

Senior Account Manager – Trade Payables • (2001-2007)

Sold accelerated payment programs to clients in the United States, Canada and Asia; generated enrollments and elevated revenue. Identified, cultivated and nurtured new business relationships. Presented program and features at industry events and conferences. Cultivated and nurtured new business relationships; generated additional business from existing clients. Developed sales strategy and monthly forecasting. Negotiated contracts; closed deals and maintained customer follow through.

- Achieved more than \$1.15MM in new business enrollments across GE business units and Honeywell.
- Pitched product offering and benefits to senior management at Honeywell; secured \$27M in new enrollments.
- Developed and presented offerings at the GE Healthcare's Supplier Conference and generated \$15M in new enrollments.
- Reduced lost discounts by 25% on targeted base and increased total discount income by 15% by spearheading a division-wide optimization project – ultimately increased finance margin by \$257K.
- Uncovered new business opportunities in a challenging sales environment; increased new enrollment sales by \$13M and flex pay sales by \$2.8M.
- Closed \$1.48MM in new business enrollments across 3 clients and reached 264% of enrollment target or \$721K in finance margin in 2003.
- Secured more than \$12M in incremental enrollments by spearheading the first low intro-rate campaign for Delphi suppliers.
- Delivered Trade Payable Services presentation at 2 supplier conferences; secured \$90M in new enrollments.
- Identified, negotiated and close key account with Fuji Photo Film, a \$37M supplier.
- Generated \$4.4M in supplier enrollments by launching Linens N Things flex pay campaign for non-participating suppliers.

EDUCATION AND CERTIFICATION

B.A. English – University of Connecticut, Storrs, Connecticut

Certified Six Sigma Green Belt GE Commercial Leadership Program