

SALES & MARKETING PROFESSIONAL ✧ MEDICAL & HEALTHCARE ARENA

Achieving #1 Rankings while Exceeding Multimillion-Dollar Revenue Goals

Award-winning turnaround leader and strategic thinker with proven success with brand management and expansion in the **healthcare arena**. Dynamic and experienced sales trainer, ensuring teams capture new business and effectively develop territories. Proven relationship builder with companies, physicians, and all levels of staff.

"Ericka has shown incredible leadership - and I could not be more pleased. She possesses valuable initiative and insight into the industry. Her hard work and passion is evident in the results she produces. She inspires others and strives for new levels of success." – Kathy West, VP, Optical New Futures

- ▶ Sales Team Building, Training, & Management
- ▶ Strategic Planning and Alliance Building
- ▶ Forecasting Marketplace Trends
- ▶ Account Management
- ▶ Policy Development
- ▶ Market & Product Positioning

SELECTED SALES LEADERSHIP HIGHLIGHTS

- **Surpassed revenue goals** throughout career by taking ownership of territory expansion and growth, made possible by exceptional customer relations, establishing metrics, positive communication, and resource allocation.
- Led fiscally responsible **budget development and management of \$14M** for Visionary Care.
- Served in dual role of **Area Sales Director** and **VP of Sales** in 2006.
- Selected to present seminar to group of 150+ at the **New Technologies and Treatments in Eyecare** conference in 2010.

PROFESSIONAL EXPERIENCE

VISIONARY CARE ✧ San Antonio, TX

2004 – Present

National Account Manager – JCPenney (2007 – Present)

Design and execute sales and marketing initiatives that drive turnaround in 4 major markets. Hold executive oversight of Headquarters operations in Texas. Develop major sales channel to produce \$14M annually. Lead sales growth through strategic planning, lens business expansion, relationship/business building. Boost revenue through field sales force engagement, training, and management.

- **Grew business an impressive 4%** during declining market.
- Expanded field sales coverage by **15%+**, significantly improving service and quality.
- Identified challenges and created solutions, increasing business through customer-focused operations.
- **Recruited panel** of key leaders/doctors to deliver information and industry insight to colleagues across the U.S. at national bi-annual industry development meeting.
- Surpassed statewide call metrics; exceeding call frequency of 70% to ultimately achieve **94% increase in call frequency** within the first 6 months.
- Created SOPs for new Sales positions, expanding role to include training to address sales force engagement for 110 Sales Representatives.

Director of Area Sales – U.S. Sales & Area Vice President (2005 - 2007)

Recruited from within company due to noticeable ability to produce multimillion-dollar revenue results through strong leadership. Mentored and directed all functions of 3 Regional Directors, with responsibility for total of 41 Territory Sales Representatives. Fostered exceptional client relationships with optometry providers throughout continental U.S.

VISIONARY CARE**Director of Area Sales – U.S. Sales & Area Vice President**, continued...

- **Achieved #2 ranking**—topped revenue and service goals within first 5 months.
- Restructured expansive Western Region by recruiting, interviewing, hiring, and coaching 11 award-winning, top-producing Sales Representatives.
- **Maintained 92% employee retention** in 2006, while Northeast Region lost 38% through turnover.
- Served on executive-level leadership board, contributing ideas for new business opportunities, improvement initiatives, and best practices within the industry.
- Delivered unmatched results by motivating team to take lead over Northeast Region for first time in 8 years.
- **Created a team environment between Western and Northeast Regions**, enabling shared resources, best practices forums, and general camaraderie while maintaining competitive momentum. Worked to ensure unified company goals on all levels.

Regional Business Director (2004 – 2005)

Excelled while managing and developing 10 Outside Sales Representatives - leading success across Texas, New York, Colorado, Arizona and California. 100% of team achieved or exceeded key sales objectives.

SEE CLEARLY, INC. (bought out Optical New Futures in 2003) ✕ San Marcos, TX

2001 – 2004

Regional Sales Director (2003 – 2004)

Hired, managed, and trained 6 Outside Sales Representatives across 3 states. Ranked #1 out of 5 Regional Directors.

Sr. Area Sales Manager (2003)

Collaborated with eye care professionals in Central Texas on contact lens products, presenting features through client education and skilled marketing techniques. Served as Regional Trainer, while managing strategic accounts.

National Accounts Manager / Territory Manager (2001 – 2003)

Produced results while responsible for collaborating with two national, multi-location optical retailers. Drove \$3M in annual sales, tripling national account base. Managed a \$5M territory.

VISIONARY CARE ✕ San Antonio, TX

2000 – 2001

Account Manager

Directed sales and marketing of contact lenses lens care products, pharmaceuticals and other related devices to major accounts and eye care professionals through out San Antonio and surrounding Texas cities.

EDUCATION

MASTER OF BUSINESS ADMINISTRATION ▪ University of Notre Dame ▪ May 1999

BACHELOR OF ARTS ▪ University of Notre Dame ▪ May 1992 – Graduated with Honors

PROFESSIONAL DEVELOPMENT

Trainer & Professional Sales Coaching with CoachMeSales, 2006 □ Advanced Management Development Program, 2009

BOARD MEMBERSHIPS

Fighting Irish for Eye Care, Board of Directors ▪ 2009 – Present

University of Notre Dame, Alumni Board ▪ 2002 – Present