

WILLIAM L. SULLY, MBA, MPH

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PROFILE: TERRITORY SALES REPRESENTATIVE

PRESIDENT'S CLUB WINNER ✦ PHARMACEUTICAL REP OF THE YEAR ✦ CONSULTATIVE SALES CHAMPION

Laser-focused, hard-charging Sales Executive with experience driving sales results in highly complex medical and healthcare industry. Skilled relationship developer with all levels of key decision makers. Exceptional strategic sales capabilities leading to **Top Ranked sales performances** and receiving **70+ prestigious sales awards** throughout career. Recognized for ability to penetrate challenging accounts and consistently grow existing customer relationships. Effective territory sales planning skills that result in successful market coverage and sustainable sales growth. Extensive background in successfully launching new products into the marketplace.

Areas of Expertise Include:

**Territory Management | Account Development | Account Retention | New Business Development
Prospecting & Lead Generation | Market Share Growth | New Product Launches | Relationship Management
Product Demonstrations | Customer Relations | Sales Planning | Multi-Level Account Management**

PROFESSIONAL EXPERIENCE

PERSONAL SABBATICAL FROM WORK FORCE TO CARE FOR FAMILY MEMBERS & PATIENTS ▪ HONOLULU, HAWAII ▪ 2007 TO PRESENT

MEDICAL LIAISON & PATIENT ADVOCATE

Navigated multiple patients through complex medical and legal systems. Coordinated care with primary care physicians, specialists, and social support agencies. Assisted with obtaining prior authorizations in collaboration with insurance providers, enabling patients to receive optimal care.

- ▶ Leveraged **exceptional professional network** to gain patient access to leading Physicians.
- ▶ Contributed to diagnosis and treatment of complex medical conditions, working in conjunction with Stanford Medical Center, The Mayo Clinic, John Hopkins Medical Center, and The Cleveland Clinic.

ROCHE LABS, INC. ▪ HONOLULU, HAWAII ▪ 1997 TO 2007

MEDICAL SALES REPRESENTATIVE | SPECIALTY SALES REPRESENTATIVE

Promoted comprehensive pharmaceutical product suite to Specialists and Physicians. Executed new business development and account management activities to drive market share growth. Executed territory sales functions within State of Hawaii; identified new business opportunities, built strategic partnerships to ensure complete market penetration, and utilized truly consultative sales approach, yielding **award-winning results** year over year.

**PRESIDENT'S CLUB AWARD
DIRECTOR'S CUP
4 SPECIAL ACHIEVEMENT AWARDS
OUTSTANDING ACHIEVEMENT AWARD
6 LD BARNEY AWARDS
CHAIRMAN'S AWARD**

- ▶ Consistently ranked in **Top 5%** nationally for new product launches and shattered product sales targets including **446%, 313%, 246%, 227%, 217%, 213%, 211%, 208%, 189%, 186%, 170%, 169%, and 154%** performances.
- ▶ Produced **#1 ranked territory sales results**, exceeding product sales quotas by **227%, 211%, 189%, and 186%** garnering recognition with **President's Club Award**.
- ▶ Improved Rocephin sales by **\$360K** over quota for **2** years; ranked in **Top 5%-10%** for **6** consecutive years.
- ▶ Outperformed national average by over **450%** for Tamiflu launch; ranked in **Top 5%** out of **566** territories.
- ▶ Attained **Top 1%** ranking out of **2.5K** territories for Posicor launch; obtained **#2 ranking** for Tasmara launch.
- ▶ Selected as National & Regional Advisor/Field Trainer for Roche Field Force.

DUPONT MERCK PHARMACEUTICALS, INC. ▪ HONOLULU, HAWAII ▪ 1990 TO 1997

MANAGED CARE SPECIALIST | SENIOR PROFESSIONAL SALES REPRESENTATIVE

Executed high volume sales activities across expansive territory calling on Physicians, Specialists, and Medical Professionals in hospital, clinical, and primary care settings. Generated market share growth by cultivating relationships with targeted accounts and expertly communicating benefits of products. Created innovative sales strategies to effectively produce sustainable sales growth on yearly basis.

SUMMIT AWARD
5 SALES ACHIEVEMENT AWARDS
CLINICAL LIAISON AWARD
AWARD OF EXCELLENCE
25 BRAVO AWARDS
OUTSTANDING PROFESSIONAL OF THE YEAR

- ▶ Exceeded product growth by over **110%** improving sales in excess of **\$300K** in **3** critical markets (1993).
- ▶ **Recipient of company's highest sales honor** (Summit Award) out of **450+** employee candidate pool.
- ▶ Garnered recognition on regular basis for significant sales achievements, exemplary service, and leadership within Region; presented with **25 Bravo Awards**.
- ▶ Exceeded sales quota by **\$400K**, achieving **110%** and generating **\$4M+** in product sales (1994).
- ▶ **Ranked #1** in Western Business Unit for company's primary drug (Coumadin) sales performance and attained **108%** of sales target (1995).
- ▶ Created and implemented "Coumadin Clinics" at all major medical centers, enrolling **1K+** new patients.
- ▶ **Recognized by Governor of Hawaii** for personal work with Parkinson's Community and AHA.
- ▶ Established Internationally Renowned "**Neurological Center of Excellence**" in Hawaii, securing **2** leading Neurologists globally and associated lab from Sweden.
- ▶ Earned designation as **1st Pharmaceutical Sales Representative** to be member of Kaiser Quality Assurance Team.
- ▶ Selected as only Managed Care Specialist throughout entire country.

EDUCATION

CHAMINADE UNIVERSITY | HONOLULU, HAWAII

Master of Business Administration, Marketing

UNIVERSITY OF HAWAII | HONOLULU, HAWAII

Master of Public Health, Health Services Marketing & Planning

UNIVERSITY OF NORTHERN IOWA | CEDAR FALLS, IOWA

Bachelor of Arts, Therapeutic Recreation

PROFESSIONAL AFFILIATIONS

EXECUTIVE BOARD OF DIRECTORS, BOARD OF DIRECTORS, & PROGRAMS CHAIRMAN | AMERICAN HEART ASSOCIATION

FOUNDING MEMBER | THE COALITION FOR THE PREVENTION & TREATMENT OF OBESITY IN HAWAII

BREAST CANCER CORE DETECTION & PROFESSIONAL EDUCATION COMMITTEE | AMERICAN CANCER SOCIETY

BOARD OF DIRECTORS | AMERICAN PARKINSON'S DISEASE ASSOCIATION

INDUSTRIAL ADVISORY COMMITTEE | THE STRAUB FOUNDATION