

RICKY HARRISON

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SALES LEADERSHIP

Provide a unique complement of expertise in sales, management, and training. Consistently ranked among elite national sales performers. Established relationships within specialty medical markets: GI, urologists, oncologists, surgical disciplines- cardiovascular, orthopedic. Led numerous successful new product launches. Gained invaluable business development acumen having served industry leaders Bayer, J&J, and Xerox. Established a career reputation for innovation, vision, and leadership.

“...has the greatest business acumen and analytical skills . . . my most consistent rep and my highest contributor, a no-brainer for this year’s Leadership Award.” – Joseph Lapolusa, Bayer, previously managed Ricky.

“The most focused and dedicated rep I have ever had.” – Michelle Irving, Ricky’s current manager.

AREAS OF EXPERTISE

Team Management	Sales Training
New Product Launches	Sales Leadership
Building Long-Term Relationships	Rapid Market Expansion

PROFESSIONAL PROFILE

BAYER HEALTHCARE PHARMACEUTICALS CORPORATION

2006 – Present

Bayer Hospital & Diagnostic Imaging, Houston and Austin, TX (2010– Present)

Executive Hospital Sales Consultant

Products: Magnevist®, Eovist®, Gadavist®, Xarelto®. Call points: Orthopedic Surgeons, Oncologists, Radiologists and Gastroenterologists (GI). Accounts: Memorial-Hermann Healthcare System, Methodist Hospital, St Luke’s Episcopal Health System, Seton Healthcare System & St David’s Healthcare.

- Currently **ranked # 1** (94 reps) in both Presidents’ Club & Incentive Rank with a 17% growth in Magnevist® business and a 950% increase in Eovist® business.
- Promoted in January 2011 to Regional Sales Trainer due to exceptional leadership skills and overachievement of business results.
- Improved territory ranking from #45th to **#14th in 2010** & #1 in W-10 district.
- Overcame the challenges of sales within a new specialty and grew Magnevist share by **11%** (9th highest) in 2010 & also grew Eovist® by **481%** in a market that declined 5%.
- Awarded **Eovist® “Summer Sprint”** contest winner for **#1 ranking** in Eovist sales for the district by implementing creative marketing plans and radiologist re-training protocols.

Bayer Hospital & Surgical Division, Houston and College Station, TX (2009 – 2010)

Senior Hospital Sales Consultant

Products: Recothromb®, Xarelto®. Call points: Orthopedic Surgeons & Cardiovascular Surgeons.

- Ranked 1st among all new hires and 18th among 60 reps.
- Expanded region from startup (\$0) to over \$335K in sales by developing strategic initiatives & formulary wins in key accounts, e.g. Methodist Hospital.

Bayer Urology & Oncology Division, Houston, TX (2006 – 2009)

Urology Specialist

Products: Elmiron®, Intron-A®, Viadur® Call points: Urologists, Hematologists. Accounts: MD Anderson Cancer Center, Baylor College of Medicine & VA Hospital in Houston.

- Earned the company’s highest accolade: the **Leadership Award** which recognized a complement of outstanding performance, sales results & leadership.
- In 2007, ranked **#11th in President’s Club** (60 reps) & grew Elmiron® business by 104% & was 159% of target.
- Received “*Jackolope Award*” for having overcome major initial market challenges as well as the Performance Enhancement Payout Award which recognized the top 1/3 of the sales force.
- Received 3 consecutive “**Exceeds Expectations**” ratings and promoted to Hospital Division.