

# ADAM NELSEN

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## PROFESSIONAL SUMMARY

Performance-oriented Sales Leader with extensive experience in driving business initiatives and executing strategies with a focus on value creation and competitive differentiation. Expert relationship builder and seen as a trusted advisor. Quick at instilling confidence in prospects and clients while cultivating long-term relationships. Strong communicator, building consensus at all levels necessary to create a results-oriented team atmosphere focused on producing successful outcomes. Proven ability to quickly learn business processes, requirements and goals to provide effective solutions to customers and partners.

## CORE COMPETENCIES

- Strategic Planning
- Territory Management
- Team Building
- Training and Development
- Continuous Improvement
- Medical Device Sales
- Start-up Experience
- Business Development
- Account Management
- Marketing
- Presentations
- Performance Metrics
- Strategic Partnerships
- Client Relations
- Competitive Positioning

## PROFESSIONAL EXPERIENCE

**Vapotherm**, Denver, CO

*Area Vice President*

May 2018 – February 2021

October 2018 – February 2021

- Led sales activities within West Area, constituting over 50% of national sales; accountable for company quotas and goals.
- Directed and led Regional Business Directors, including 5+ Business Directors and over 60 Account Representatives.
- Structured Sales and Clinical teams and oversaw creation of Clinical Account Manager position to promote growth.
- Led largest YOY growth achievements of organization. Led expansion initiatives and hiring efforts of over 50 new employees.
- Worked collaboratively with CEO, CFO, VP of Sales, VP of Marketing, Legal, and other key leaders to develop and implement sales strategy.
- Experience working in a start-up atmosphere and involved in company strategic planning and execution of created plans.
- Supported and created marketing tools, sales programs, compensation plans and training.
- Planned, led and oversaw National Sales Training meetings and other company meetings and trainings.
- Organized and coached on development and training programs. Created playbooks for each sales position in organization.
- Partnered with other medical device companies and established long-term relationships to maximize results.
- Call points include all areas of hospital with targeted focus on C-Level system relationships to strengthen strategic partnerships.
- Led Vapor Transfer Unit (VTU) sales growth in West Area, which represented highest average sales price and overall value.
- Met with potential shareholders and investors and collaborated with CFO to acquire capital, supporting public IPO for a \$35M company. Company now evaluated over \$100M, and completed an acquisition of another medical device company in 2020.
- Led area in new product sales with over \$2.5M in revenues in 2020 and managed increased sales during COVID-19 pandemic.
- CY 2020 - Finished at 380% on capital and 121% on disposables for calendar year.
- CY 2019 - Finished at 101% on capital and 107% on disposables for calendar year.
- CY 2018 - Finished at 103% on capital and 116% on disposables for calendar year.

*Area Vice President of IDN's*

May 2018 – October 2018

- Drove sales of largest systems, IDN's, and hospitals within US West territory.
- Successfully created and implemented long-term contracts with key targets, facilitating negotiations and deal completions worth millions of dollars.
- Collaborated with Regional Business Directors, CEO, Legal, and other internal teams to manage healthcare systems at top-level and created opportunities to drive sales growth and incorporation of new products.
- Interfaced with C-Level and healthcare leadership teams to present company's value proposition to create long-term partnerships.
- CY 2018 – Finished at 103% for 2018.
- Promoted and asked to take over area Vice President position while maintaining IDN & system relationships and contracts.

Adam Nelsen

**Medtronic, Inc.**, CO, WY, OK, AR, UT, MT, SD, NE, Canada

July 2014 – May 2018

*Regional Business Director*

- Directed business, sales, and system contracts within US regions and Canada.
- Leveraged knowledge of Canadian territory to launch market entry, growing sales in orthopedic, spine, and breast sectors.
- Met with regional government, hospitals, and systems, providing expertise and training on products and services.
- Managed 13 direct Sales Representatives and Distributor; led healthcare leadership teams and initiatives for division.
- Created and led Tourniquet-less knee program to allow product to be used in knee replacement surgeries.
- Contributed to leadership development program, creating a new key Account Manager position and overseeing Field Sales Trainers.
- Supported creation of management of distributors program and a Medtronic partnership program.
- Drove development and execution of market awareness partnership program to increase partnership among orthopedics, spine, and breast surgery disciplines.
- Established strategic partnerships with hospitals, surgery centers, EP-surgical, oncology, vascular, CT, plastic, general, breast, ortho-spine, and surgeons.
- Assisted in development of other Regional Business Directors to help elevate companywide performance and execute agreements to increase revenue.
- Participated in organization of 2016 national meeting, providing knee tools for 2017 national meeting.
- Created and attained corporate approval for margin-based calculator to use in customer meetings and reviews with customers, IDNs, and GPOs.
- FY 2018 - Finished at 104% to plan for fiscal year.
- FY 2017 - Finished at 100% to plan for fiscal year.
- FY 2016 - Finished at 101% to plan for fiscal year and Top Region in 2-4-8 program (Permanently Placed Units per Rep).
- FY 2015 - Finished at 101% to plan for fiscal year.
- 2016-2018 - Took over as Director for all of Canada.
- 2015-2018 - Solidified long term contracts and agreements with several systems within region worth over \$5M.

**KCI**, Southern California & Hawaii

Jan 2009 – July 2014

*District Manager*

- Managed, coached, and developed 12 Sales Representatives in Southern California and Hawaii markets.
- Led Sales Training and Development team with consultants for training and production programs.
- Participated with senior leadership in GPO sub-group protection initiative.
- Successfully implemented company sales strategy programs to maximize sales volume and drive market share.
- Accountable for driving district sales of negative pressure wound therapy, biologic tissue products, and treatment of wounds.
- Manage both acute and post-acute markets with call points that included hospitals, wound care clinics, long-term acute care facilities, skilled nursing facilities, home health agencies, outpatient surgery centers, physician offices, and payors.
- Prior responsibility as a New Product Specialist focused on driving new products and launching a KCI-acquired biologic line covering Colorado, Utah, Idaho, Wyoming, Montana, Oregon, Nevada, Nebraska, and Alaska.
- Created economic sales tool to drive new product adoption and usage and patient forms for hospital transition process.
- Rolled out new technology (VIA, Prevena, Graftjacket Biologic Tissue, and Cellutome).
- Prior to new product specialist role worked as an account executive in Colorado market.
- 2014 - 112% to plan when left company.
- 2013 - Finished at 103% to plan.
- 2012 - Finished at 112% to plan.
- 2012-2013 - Turned an underperforming market (#44 rank) to #2 ranked market.
- 2012 - Promoted to District Sales Manager.
- 2012 - Ranked #1 Prevena Sales.
- 2011 - Promoted as 1 of 16 Reps out of over 700 to newly created New Product Specialist role.
- 2010 - Finished at 111% to plan.
- 2009 - Finished at 102% to plan.

**Verizon Wireless, Salt Lake City, UT**

Jul 2007 – Jan 2009

*Business Account Executive*

- Drove business technology solutions and sales in Salt Lake City, Utah market.
- Led sales efforts and managed new and existing accounts across various industries, including healthcare, financial, sales.
- Worked collaboratively with IT internal partners to develop custom packages and needs for newly acquired customers.
- Aligned with company sales strategy programs to maximize sales volume and drive market share.
- Ranked in top 10 in district in new account acquisition.
- Targeted focus in Health Care & large organizations.
- Successfully launched and implemented Field Force Manager.
- Successfully turned around an underperforming territory and increased sales by over 100%.
- Ranked in top 10 in accessory and data ratio metrics.

**Prudential & Koskan Real Estate, American Fork and Logan, UT**

Jul 2003 – Jul 2008

*Professional Realtor*

- Represented clients for home and land sales, purchases, acquisitions, and investments.
- Marketed, advertised, and sold real estate and real estate solutions to clients.
- Conducted competitive marketing and sales campaign to differentiate representation benefits in real estate market.
- Received Million Dollar Real Estate Club Awards and multiple monthly awards for Top Sales.
- Top producing new realtor in company for 2004.

**Investools, Draper, UT**

Jan 2007 – July 2007

*Client Relations Specialist*

- Sold investment education and training to clients; responsible for new client sales and client education program placement.
- Trained and assisted others in investment education sales techniques.
- Achieved over 100% to plan Q1 and Q2.
- Designated as a technique trainer for new employees.
- Consistently ranked in top 10 department revenue producers.

**Touchfon International, Draper, UT**

Oct 2005 – Mar 2006

*Director of Sales & Marketing*

- Successfully ran and managed sales operations for a \$20M technology company.
- Drove sales growth within market and oversaw company day-to-day sales activities and initiatives.
- Successfully added additional clients/companies to Touchfon portfolio.
- Surpassed company projections with new client acquisitions.
- Created training and development programs for newly acquired business partners.

**Independence University Salt Lake City, UT**

May 2005 – Oct 2005

*Project/Account Manager*

- Oversaw and managed company's partners and their related operations.
- Trained and developed outsourced companies to market and sell Independence university programs to prospective students.
- Successfully managed and integrated partnerships between university and partner companies to meet market objectives.
- Forecasted and developed production goals and plans and implemented related tools to drive success.
- Managed, instructed, and taught outsourced representatives on sales strategy for new student acquisition.
- Participated in designing, representing, and executing business plans and strategies.

## **EDUCATION**

**Utah State University, Logan, UT**

May 2005

*Bachelor of Science, Sociology, Business Minor*

## PROFESSIONAL DEVELOPMENT

**Sales Excellence Training**, McKinsey Partners, Los Angeles, CA

**Sales Excellence "Boot camp" Management Training**, Levin Group, Atlanta, GA

**Sales Management Training**, Alix Partners, Dallas, TX

**Fundamentals of Sales and Sales Management**, KCI, San Antonio, TX

**Field Sales Force Training**, KCI, San Antonio, TX

**How to Find, Hire & Motivate Remote Salespeople**, Sales Briefings, Los Angeles, CA

**Exceptional Presentation Training and Designation**, Baker Communications, Salt Lake City, UT

**Integrity Sales Training**, KCI, San Antonio, TX

**The Challenger Sales Model**, KCI, Atlanta, GA

**Sales Negotiation & Management Training**, KCI, Denver, CO

**HD Selling**, Ignite Selling, Orlando, FL

**High Impact Presentations**, Dale Carnegie Training, Charlotte, NC

**Advanced Negotiation Skills**, Scotworks, Chicago, IL

**Defending Price & Strategic Accounts Training**, Kotler Marketing, New York, NY

**Elevate Business Leadership Training**, Korn Ferry & Medtronic, Minneapolis, MN

**Area Vice President/Leadership Training & Development**, Gallup, Dallas, TX

**Sandler Sales Training- Sandler Group**, Exeter, NH