

BETSY CHARLES

SENIOR SALES MANAGEMENT & PRODUCT LAUNCH SPECIALIST

ACCELERATING BUSINESS GROWTH AND EXPANDING REVENUE STREAMS FOR FORTUNE 500 ORGANIZATIONS



Award-winning, top-tier performer with an impressive track record of propelling sales growth, expanding revenue streams, and recruiting, training, and empowering sales teams to improve individual and organizational performance within the competitive pharmaceutical industry.

Recognized for expertise in designing high-profile marketing campaigns, analyzing industry trends, and developing and implementing innovative training tools and programs to increase brand awareness and expand customer base throughout territories. Possess outstanding communication and presentation skills and the innate ability to convert new knowledge into practical applications. Committed to improving bottom-line profitability and providing an exemplary product to customers and key decision makers in challenging markets.

CORE COMPETENCIES

- Sales Operations Management
- Market Analyses & Penetration
- Product & Brand Positioning
- Forecasting & Prospecting
- Consultative & Solution Selling
- Account Acquisition & Management
- Staff Leadership & Development
- Digital Marketing & Media Campaigns
- Lead & Demand Generation
- Upselling/Cross-Selling
- Client & Partner Relations
- Communications & Presentations

SELECT ACCOMPLISHMENTS

- ⇒ Ranked #1 in region for new product sales in 2017.
- ⇒ Performed 105% to plan for multiple product lines in 2016.
- ⇒ Ranked #3 out of 9 in district for 814C Share Change and PPO Murita through June 2016.
- ⇒ Exceeded sales objectives for products within the Oncology, Respiratory, Cardiology, Cholesterol, and Osteoarthritis markets, commanding market leadership for each respective market.

CAREER NARRATIVE

Simpson Pharmaceuticals

2004-2018

Senior Sales Representative (2005-2018) | Representative II (2004-2005)

Promoted to manage a multimillion-dollar business within U.S. Human Health Division to Primary Care Physicians, Internists, Pulmonologists, Allergists, Endocrinologists, and Cardiologists. Successfully advised on and sold pharmaceutical products for various indications.

- Managed assigned territory and analyzed industry trends to ensure customers had current Simpson product development, technology, and pricing information. Shared and reapplied with other Territory Managers across the region to continually generate new business and propose creative marketing initiatives to drive organizational revenue and growth.
- Developed and managed business relationships with targeted physicians and their affiliated hospitals, and educated medical professionals and staff on patient-centered medical home and other quality initiatives.
- Aligned individual sales and business work plans with the company's regional and divisional plans to define strategies and stay on top of industry trends and activities, continually striving to meet sales and fundamental targets set forth by company leaders.
- Created and administered monthly and yearly budgets for the district's lunches and medical forums.
- Selected to hold the role of District Business Analyst. Accountable for facilitating sales data workshops at district meetings and within the field for colleagues.
- Recognized annually for meeting and/or exceeding sales objectives.

MedX Pharmaceuticals – Cincinnati, OH

1999-2001

Women's Health Specialty Representative

Provided product and sales leadership oversight for a large territory of 150+ targeted OB-GYN practitioners throughout Southeastern Ohio. Consistently exceeded script and market share goals.

- Launched a new-in-class conjugated estrogen, Cenestin, and co-promoted Prometrium and Estratest with the Women's Health Division of Sovita Pharmaceuticals.
- Generated the highest volume of scripts nationally from the onset of launch of Cenestin (July 1999-December 1999), remaining in the top 8% of national rankings.
- Recognized as a top-two performer in the region (#2 of 20) and top 25% nationally amongst 200 representatives.

Angelo's Salon Products – Metro Dayton, OH Market

1997-1999

Account Executive

Promoted the Angelo's hair, skin care, and cosmetic brand within concept salons and day spas throughout Eastern and Southern Ohio sales territories.

- Designed and managed product merchandising functions, including spacing, product displays, pricing, and quality control, ensuring product marketing was to Angelo's brand standards.
- Promoted and launched new products to industry professionals, including salon teams, distributor account executives, and Angelo's consumers through informational marketing and special events.
- Delivered intensive educational training to salon owners, managers, and team members. Shared product knowledge, technical hands-on application, and business development strategies to enroll and empower accounts.
- Conducted monthly salon meetings to set goals and created strategic quarterly plans of action for product launches/promotions, consumer clinics, and educational events.

Achieved early career success as an Account Manager for Bearcat Sports and Entertainment in Cincinnati, OH (1997-1999). Coordinated sales and marketing initiatives for the University of Cincinnati; created marketing and promotional campaigns for events and expanded sales accounts, earning accolades as Marketing Strategist of the Year in 1999.

EDUCATION & PROFESSIONAL DEVELOPMENT

Bachelor of Science (BS), Marketing | Minor: Communications
University of Dayton, Dayton, OH

Attendee, Dale Carnegie Sales Course
Presenter, Simpson Sales Rep Developmental Workshop

HONORS & AWARDS

2018 District MVP Award Winner
2015 Director's Award Winner (Top 15% of Region)
2010 Vice President's Club Award Winner (Top 10% of Region)
2008 Vice President's Directors Award Winner (Top 15% of Region)
2007 Vice President's Club Award Winner (Top 10% of Region)
2005 Great Performances VIP Award Winner
1999 Marketing Strategist of the Year AqES