

JONATHAN REEVES

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SALES MANAGER

BUSINESS PLANNING & STRATEGIES | TERRITORY MANAGEMENT & PLANNING | COMMERCIAL ACUMEN
LEADER & MOTIVATOR | RAPID GROWTH ENVIRONMENTS | RELATIONSHIP EXPERTISE

- **Top 10 in National Sales through Consistently Exceeding Sales & Marketing Objectives** -
- **Established Team with Committed Top 2 Australia/New Zealand Ranking** -
- **National Sales Award Winner** -

Performance-driven, influential Sales Manager presenting with a 15-year history of verifiable, power-driven accomplishments expanding market share and profitability in highly competitive markets, establishing and nurturing key customer accounts, and recruiting, building and motivating high-energy, top-performing teams. Demonstrates strong customer focus, astute sales, marketing and commercial acumen, and sensitive negotiation skills.

- Business Planning & Strategies
- Key Customer/KOLs Relations
- Private/Public Hospital Systems
- Business Planning & Strategy
- Sales/Marketing Strategies
- Performance & Profitability
- Recruitment & Team Building
- Motivation, Training & Development
- Change/Improvement Strategies
- Market Analysis & Response
- Medical Devices Industry
- Standards & Audits
- Tenders & Contracts
- P&L Control
- Resource Management
- Market Analysis
- Change Management
- Reporting

QUALIFICATIONS

Bachelor of Business: Majors in Management & Organisational Communication
WEST AUSTRALIAN UNIVERSITY OF TECHNOLOGY

FURTHER EDUCATION: BUSINESS & PERSONNEL MANAGEMENT & LEADERSHIP

Certificate IV in Assessment and Workplace Training

AGSM-New Manager Program | Management Development Program | Coaching and Mentoring in the Workplace | Leadership Challenge | Strategic and Conceptual Selling Program

FURTHER EDUCATION: HEALTH & SPORTS MEDICINE

Advanced Principles of Sports Medicine | Level 2 Sports Trainer
Sports Massage | Basic & Intermediate Trauma Training

TECHNOLOGY: Microsoft Office: Word, Excel, PowerPoint, Outlook; Synaptics; Internet

CAREER OVERVIEW

- | | |
|--|-----------------|
| HOSPITAL SALES LIMITED | 2004 to Present |
| ▪ SALES MANAGER (10/2008-PRESENT) | |
| ▪ SALES CONSULTANT (2004-10/2008) | |
| OCEANVIEW HOSPITAL | 2000 to 2003 |
| ▪ BUSINESS DEVELOPMENT MANAGER: HEALTH ASSESSMENT CENTRE | |
| REEVES SPORTING HEALTH SERVICE | 1995 to 2000 |
| ▪ PROPRIETOR SALES AND MARKETING MANAGER | |

PROFESSIONAL HISTORY

HOSPITAL SALES LIMITED – Perth, WA 1/2004 to Present
Global manufacturer and supplier of medical products posting \$100M in domestic sales alone.

SALES MANAGER (10/2008 – Present)

Entrusted with \$10M budget oversight and full accountability for the planning, direction and implementation of state sales and marketing strategies, and for driving initiatives to establish a high growth environment. Proactively developed relationships with Key Opinion Leaders (KOLs), and managed executive/senior level key end-user relationships.

HOSPITAL SALES LIMITED cont...

- **Despite period of intense company change** and restructure, provided results-winning leadership, coaching and strategic direction to 10-person West Australian sales team.
- **Achieved Top 2 ranking for Australia/New Zealand region** working with all new Sales Team through provision of enhanced technical and clinical development training and support.
- **Team member directing state tender wins** and leading presentations to secure the re-signing of 5 Preferred Supplier agreements.
- **Captured \$138k contract for first sale** within West Australia of newly released powertools.

SALES CONSULTANT (1/2004 –10/2008)

Lead sales, marketing and business building initiatives to drive period of rapid growth. Consistently exceeded annual territory sales and marketing objectives. Provided stability and enhanced team unity as go-to person for 7-member team and clients.

- **Turned around poor product performance** within West Australian private health facilities through targeted sales approach focussing on enhanced credibility with key customers. Established exceptional sales record with consistent Top 10 national sales standings for **averaging 30% plus annual growth**, and receiving National Sales Award.
- **Boosted sales by \$100K pa**, and supported sales peers, through introducing product representatives to key Oceanview Hospital contacts.
- Secured Rockingham, Albany and Geraldton Hospital tenders currently **producing combined revenues in excess of \$1.7M per annum**.
- **Challenged to re-capture** Oceanview Hospital business, lost prior to commencing tenure. Regained business through strong interpersonal skills, sensitive bridge building and informed education, **ultimately securing a 50% growth**.

OCEANVIEW HOSPITAL – Cottesloe, WA

3/2000 to 12/2003

West Australia's second-largest hospital, specialist and health services complex.

BUSINESS DEVELOPMENT MANAGER: HEALTH ASSESSMENT CENTRE

Recruited to oversee establishment of Health Assessment Centre with full accountability for all aspects of operational and staff management, strategic planning, P&L outcomes, business development, marketing education programs and presentations.

- **Developed enhanced corporate sector ties** and boosted revenue through focused sales strategies including conceptual selling to top tier corporations, and tender preparation targeting local, state and federal government departments.
- **Trained up and directed highly regarded multi-disciplinary team** of health professionals, empowered and confident to deliver first class performance standards.

REEVES SPORTING HEALTH SERVICE – Perth, WA

6/1995 to 2/2000

Sports First Aid service providing advanced level of care to athletes, students and spectators.

PROPRIETOR | SALES AND MARKETING MANAGER

Drove start-up initiatives including operational and financial direction, business development, and sales and marketing to establish highly respected service achieving on-going client-base and revenue growth.

- **Contracted to service the 1998 World Sports Cup**, due to industry-wide respect, to provide first class care and medical coverage.
- **Fostered continuous improvement programs**, further cementing reputation for excellence through introduction of rehabilitation contacts and documentation and client evaluation audits.
- **Ensured effective, balanced resource allocation** through implementation of tight planning controls and personally overseeing logistics, bookings and resource control for staff and equipment.

INTERESTS

Diverse Sports as both Participant and Spectator | Photography | Music

