

MARILYN HESTER

SALES EXECUTIVE

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LEADERSHIP PROFILE

Accomplished and respected Sales Executive with emphasis on building sales force capabilities and increasing organizational effectiveness.

Results oriented leader who delivers innovative and sustainable solutions to the challenges found in complex and changing markets. Demonstrated expertise in Six Sigma methodologies, communication strategies and technology to increase sales force productivity and return on investment.

Extensive experience in Training and Development for Domestic and International sales teams including support for product launches, new channel and market development. Track record of success coaching individuals and teams in strategic sales planning and tactical sales execution which led to increased results with customers in multiple channels.

Exceptional communication skills used to create multimedia executive messages on an ongoing and ad-hoc basis. Delivering a regular cadence of information increased employee alignment, executive visibility and averted discord during crisis.



KEY LEADERSHIP STRENGTHS

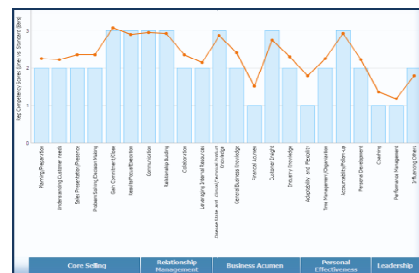
- Sales Strategy
- Project Management
- Sales Compliance
- Problem Solving
- Sales Process
- Vendor Negotiations
- Talent Management
- Budgeting & Planning
- Resource Optimization

PROFESSIONAL EXPERIENCE

LIFESCAN, INC., A JOHNSON & JOHNSON COMPANY **1988 - 2010**
Medical Device & Diagnostics Sector, Global Diabetes Care Franchise — Leader in the manufacture and marketing of blood glucose monitoring systems.

DIRECTOR, SALES SYSTEMS & DEVELOPMENT..... 2008 - 2010

- Reporting to Sales VP, led four departments and team of 25. Total annual budget over \$8MM.
- Competency model skylines created for all sales positions. Achieved 95% adoption at launch.
- Online competency assessment tool automated skill evaluation process. Global adoption planned for LFS Canada, EMEA and other J&J operating companies.
- Designed and deployed industry first tablet PC e-detailing platform. Incentive remote launch saved over \$1MM, reduced out of territory time ~ 25% and exceeded adoption targets.
- Sample allocation model and distribution improvements reduced processing time and field inventory discrepancies over 40%.
- Sales mobility/connectivity solution saved ~ \$590K over 2 years.
- Sales TV in-house video production increased engagement of remote sales employees while saving over \$100K in the first year.



SENIOR MANAGER, SALES COMMUNICATIONS & SERVICES2002 - 2008

- Created first company strategic plan for Sales Communications. Streamlined processes saved estimated 4 hours per week administrative time for internal and remote employees.
- Guided sales executive communications. Established structure for consistent information flow on critical issues such as product supply and recalls.
- Encore Award acknowledged contributions on business development (M & A) Core Team.
- Standard of Leadership Award recognized collaboration with Marketing and excellence in Channel Sales support.

SENIOR MANAGER, TELESALES & COMMUNICATIONS.....1999 - 2002

- Managed team of 3 Supervisors and 25 Representatives responsible for telephone sales to hospitals, healthcare professionals and retail pharmacies in remote geography across the U.S.
- Created first direct account telephone sales role. Achieved 5% growth over previous year despite transition to telephone coverage.

SALES TRAINER/SENIOR TRAINER/TRAINING MANAGER1990 - 1999

- Delivered high quality, learner-centered training and development programs to support on-going technical education, selling skills, multiple product launches and market expansions during decade of extraordinary company growth.

PROFESSIONAL SALES REPRESENTATIVE1988 - 1990

- Responsible for sales of blood glucose monitors, test strips and ancillary products to retail, hospital and healthcare professional customers in northern California territory.
- Promoted within 2 years of joining company.

EDUCATION

Bachelor of Arts, Business Management	Saint Mary's College of California Moraga, CA
Associate of Arts, Science	Solano Community College Suisun, CA

PROFESSIONAL DEVELOPMENT AND AFFILIATIONS

- Six Sigma Green Belt Certification in Sales Force Effectiveness
- Multiple development programs completed emphasizing selling, management and leadership skills
- Training Certification for Integrity Systems and Strategic Selling
- Member American Society for Training and Development (ASTD)
- Member International Association of Business Communicators (IABC), Silicon Valley Chapter Volunteer - Professional Development Programs