

BRYAN DITTEBRANDT

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SENIOR SALES PROFESSIONAL

Medical Devices ▪ Capital Equipment ▪ Disposables

EXECUTIVE SUMMARY

Inventive, assertive and high performing **Senior Sales Professional** credited with combining sales, marketing and business development expertise to deliver substantial revenue growth in highly competitive business markets. Strategist, innovator, and tactical leader of enterprise-wide initiatives that build brand value and result in sustainable, profitable growth.

PROFILE

Superior proficiency in all areas of executive sales leadership—vision through strategies, Capital Sales Process, tactical plans, new product growth

Expert strategist with a proven ability to develop/grow a territory, penetrate new markets and build market share

Solid leadership competencies with particular expertise in the following: new business development, retention, executive sales presentations, customer service, and territory management

CORE COMPETENCIES

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|---|---------------------------------|
| ❖ New Business Development | ❖ Executive Sales Presentations |
| ❖ Account Acquisition, Expansion & Management | ❖ Capital Sales Process |
| ❖ Sales Forecasting & Market Penetration | ❖ Growing Disposable business |
| ❖ Territory Development & Management | ❖ Contract Negotiations |
| ❖ Client Relationship Management | ❖ Product Launch & Marketing |
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Professional Experience

SMITH & NEPHEW

ADVANCED SURGICAL DEVICE DIVISION, Las Vegas, NV

Business Development Representative – Sports Medicine Specialist

2002-Present

High profile executive with full autonomy over creating business progression and roll-out plans based on extensive competitive, product and market intelligence that were instrumental in transitioning from an independent contractor to a direct model employee.

- Spearheaded the establishment of the medical marketing company Premier Medical in 2002-2007 that represented various lines of organizations that included Game Ready, Bionicare, Sammons Preston, MicroAire, OrthoMed and Smith & Nephew.
- Closely monitor cases to ensure successful surgical outcome while maximizing product sales.
- Instructed and in-serviced surgeons, nurses, and surgical techs on arthroscopic video systems, radio frequency devices, fluid management systems, and available for technical support during procedures.
- Utilized numerous cadaver labs and training courses to educate surgeons and staff on surgical techniques to convert new products sales.
- Regional sales trainer for the Southwest region that was accountable for ensuring new hires were properly educated on products, implants, techniques, and protocol.
- Skilled in A&C level negotiations and uncovering capital and product needs

*Recent Employment Experience (Continued)***Key Accomplishments**

- Amplified the gross sales from \$800K to a \$3.8M Territory 2002-2017
- Las Vegas Territory is currently producing \$3.5M and currently manage a team of 5 YTD
- New product growth of \$230K in 2018
- Ranked number 1 in the country 2017 YTD in new product sales 160% over quota with over \$300k new product growth
- Drove strategic initiatives that led to a boost in implant business from \$200K to \$750K annually 2012-2016
- Ranked first in West out of 79 for Sales Challenge for repair products 135% growth in 2010
- Ranked fourth in West out of 92 for Sales Challenge for repair products 112% growth in 2011
- First in west 2007-2011 for service contracts sold, resulting in an additional \$350k in revenue per year
- Quota achiever years, 2002, 2003, 2004, 2006, 2007, 2008, 2011, 2013, 2015, 2017, 2018
- Attained 115% club in 2007
- Attained 113% of quota 2013, 2017
- Rookie of the year 2002

COLDWELL BANKER REAL ESTATE, Las Vegas, NV**2000-2002***Leading real estate agent specializing in new homebuyers, foreclosures and bank owned homes***Realtor**

Senior executive selected to identify and leverage core competencies to drive productivity, quality and revenue/profit growth for Las Vegas territory.

- Identified and capitalized on a lucrative opportunity within the foreclosure arena; teamed up with one of the largest agents throughout the company focused on obtaining foreclosures through bank owned homes and re-listing for higher profit.
- Worked cohesively with agent to position company for sustained growth through foreclosure conversion, that when implemented saved the homeowner and made a profitable transaction.

Key Accomplishments

- Helped team capture over \$2M in foreclosed home listings

Hobbies and Interest

- Coaching Henderson Little league Baseball (5th Season)
- Golfing
- Boating

Professional References

Available Upon Request