

# KEVIN PAGE

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## Director of Marketing ▶ Business Development ▶ Medical Devices

Marketing and Sales Executive with a strong record of market share improvements and sales growth in a competitive market. Skilled in building relationships with medical professionals and educating surgical teams. Experience includes:

- Marketing Strategy and Brand Development
- B2B Sales and Marketing Management
- Product Positioning and Differentiation Strategy
- Competitive Market Analysis and Research
- New Product Development and Launch
- Digital Marketing and Social Media
- Marketing Communications
- Budget Management
- Sales Training Programs
- Collateral Materials Development

## PROFESSIONAL EXPERIENCE

**COMED TECHNOLOGIES, INC.**, Nashville, Tennessee

5/2012-present

*Specializes in the development, manufacture, and sale of medical innovations, including a high-end line of IV connectors. Privately owned.*

### Director of Marketing (Promotion, 1/2016-present)

Manage a comprehensive marketing strategy for a new family of products. Oversee product branding, positioning, market share, advertising, marketing communications, promotions, PR, client education, and new product launch. Oversee the design and development of product brochures and logos. Lead digital marketing, including web site development, blog, and social media. Manage a marketing budget of \$250K.

- Led the launch of a new product, including the design of an innovative, visually striking launch kit as cornerstone of the promotional launch.
- Achieved a 0.8% of U.S. market share for I.V. connectors, formerly dominated by five market share leaders.
- Incorporated clinically relevant, peer-reviewed publications into sales training to assist sales reps in supporting our claims of a clinically superior product.
- Appointed to represent CoMed and serve as corporate-legal liaison during a legal mediation and lawsuit.

2016 ▶ 161% YOY sales growth  
2017 ▶ 124% YOY sales growth  
2018 ▶ 120% YOY sales growth

### Marketing Manager (Promotion, 11/2014-12/2015)

Promoted to manage the company's new marketing department. Developed web site and content, collateral material, brochures, and newsletters. Performed extensive competitive market research and analysis. Instrumental in new product research and development. Trained new hires and sales representatives.

- Developed a unique product differentiation strategy and penetrated a highly competitive, \$1.3B market dominated by five large competitors.
- Led a market repositioning and product name change to differentiate our clinically superior product from the larger, well-established competition.
- Differentiated product with a new trademark and strategy, enabling the company to transform a commodity product into a high-end, technically advanced product that is at the forefront of patient safety.
- Established a comprehensive knowledge base of competitive product and marketplace research. Developed competitive product manuals, including an analysis of all major published, peer-reviewed articles.

2015 ▶ 238% YOY sales growth

### Territory Sales Manager (5/2012-11/2014)

Managed B2B sales of medical devices in a three-state territory.

- Captured three marquis accounts with medical centers and universities.

2014 ▶ 385% YOY sales growth

## EXPERIENCE, CONTINUED

**MEDTRONICS, INC.**, Nashville, Tennessee

4/2009-4/2012

*A publicly traded company that develops and markets implantable medical devices.***Sales Representative**

Managed the sale of implantable medical devices. Built strong relationships with neurosurgeons, psychiatrists, and psychologists in central Tennessee.

- Grew territory sales by 19% over a three-year period.

**BIOMED SURGICAL, INC.**, Nashville, Tennessee

2003-2009

*Manufactures a complete range of craniomaxillofacial implants.***Independent Sales Distributor**

Independently built a state-wide territory and developed strong relationships with surgeons. Managed one of the company's largest accounts with a high-profile surgeon. Instructed surgeons in the operation and use of equipment in the operating room.

- Steadily grew account 10-20% annually for six years.
- Worked closely with a surgeon to develop a new product that ultimately became available nation-wide.

## EDUCATION & PROFESSIONAL TRAINING

**Bachelor of Arts – Marketing**

Vanderbilt University, Nashville, Tennessee

**Training**

Participated in intensive, 90-day corporate training with Cyberonics, Inc.

## PROFESSIONAL ACTIVITIES

- Co-inventor of a medical device, patent pending.
- Extensive public speaking experience, including shareholders meetings, both live and in company webinars.
- Authored "Landmark Medicare Cuts for 2015: A National Trend Yields an Opportunity." Presented paper at the 2016 company meeting.

## TECHNICAL PROFICIENCY

Proficient in Microsoft Office (Word, Excel, PowerPoint, Outlook)

Social media (Facebook, LinkedIn, Instagram)