

Brian T. Stapleton

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Marketing Strategist ▶ Industry Disrupter

Known for catapulting sales and winning market share from larger, more established competitors

Marketing Strategy and Brand Development
B2B Sales and Marketing Management
Product Positioning and Differentiation
Competitive Market Analysis and Research
New Product Development and Launch

Digital and Social Media Marketing
Marketing Communications
Budget Management
Sales Training Programs
Marketing and Sales Team Supervision

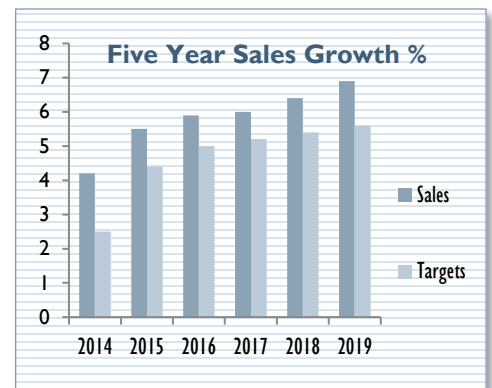
CAREER SUCCESS

COMED – Richmond, Virginia – A privately owned medical innovations company

Director of Marketing (01/2014 – present)

Promoted to conceptualize, envision, and lead a comprehensive marketing strategy for a portfolio of medical products. Oversee branding, positioning, market share, advertising, communications, PR, and new product launch. Manage a \$290K marketing budget and a team of 26.

- ▶ Drove an **unprecedented 32% sales growth** over a five-year period.
- ▶ Captured 9.5% of U.S. market share for I.V. connectors, formerly dominated by five market share leaders in the highly competitive medical device sector.
- ▶ Launched a new product and designed an innovative, visually striking launch kit.
- ▶ Established a digital marketing strategy that included a website revamp and first-time social media campaigns.



Marketing Manager (05/2008 – 01/2014)

Promoted to **establish and lead CoMed's first marketing department**. Created website content and collateral material. Conducted extensive competitive market research and analysis. Supervised sales team of 16. Trained and coached sales representatives.

- ▶ Designed a unique product differentiation and market repositioning strategy that penetrated a highly competitive, \$1.8B market dominated by five major competitors.
- ▶ Created a new product trademark and strategy, transforming a commodity into a high-end, technically advanced device that is at the forefront of patient safety.

Territory Sales Manager (05/2006 – 05/2008)

Managed medical device sales in a three-state territory. Coached, developed, and managed a team of four sales representatives. Opened doors and cultivated relationships with medical professionals.

- ▶ Achieved an **explosive 385% YOY sales growth** in the territory.
- ▶ Captured three marquis accounts with the territory's top medical centers and universities.

385% Sales Growth

CAREER SUCCESS, CONTINUED

MEDTRONICS, INC. – Nashville, Tennessee – A publicly traded implantable medical device company

Sales Representative (04/2005 – 04/2006)

Managed the sale of implantable medical devices. Cultivated a new territory in central Tennessee, and built strong relationships with neurosurgeons, psychiatrists, and psychologists.

- ▶ Consistently placed in Top 10% of 2,250 representatives nationwide.
- ▶ Grew territory revenue by 14% in three years.

BIOSURGICAL, INC. – Nashville, Tennessee – Manufactures a complete range of craniomaxillofacial implants

Independent Sales Distributor (02/2003 – 04/2005)

Independently built a statewide territory and built trust with surgeons. Managed one of the company's largest accounts with a high-profile surgeon. Worked side-by-side with surgeons in the operating room to instruct them in use of equipment.

- ▶ Steadily grew account by 14-20% annually for six years.
- ▶ Collaborated with a prominent surgeon to develop a new product that ultimately became available nationwide.

EARLY CAREER

Regional Sales Associate – Medformation Systems, Inc.

Regional Product Specialist – TechMedica, Inc.

EDUCATION



Bachelor of Arts – Marketing

Vanderbilt University – Nashville, Tennessee

PROFESSIONAL ACTIVITIES & AWARDS

- ▶ Three-time winner, *President's Choice Award*, CoMed.
- ▶ Two-time winner, *Salesperson of the Year Award*, CoMed.
- ▶ 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: A National Trend Yields an Opportunity" and presented at the 2016 CoMed annual meeting.



TECHNICAL PROFICIENCY



Microsoft Office Suite (Word, Excel, PowerPoint, Outlook)
Social Media Marketing (Facebook, LinkedIn, Instagram, Twitter, and Hootsuite)
Salesforce, Microsoft Dynamics, Marketo, Constant Contact
Adobe and Google Analytics