

## Keesha King

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### Award-Winning Pharmaceutical Sales Representative

*Highly accountable sales executive with complete mastery of respiratory disease and the ability to impact physicians and medical specialists to catapult top-line results*

Accomplished pharmaceutical sales representative with a well-established reputation for increasing market share, developing relationships with key influencers, and persistence in the face of difficulty. Consistently ranked in the top 10%-20% of all Big Drug Company sales representatives nationally.

Known for an ability to analyze issues and opportunities and quickly put plans into place that remedy problems and capitalize on opportunities. Particularly effective in analyzing lagging sales, pinpointing areas of weakness, and developing strategies to rectify them. Equally effective in conducting competitive analysis and developing an approach that capitalizes on competitive strengths and brand differentiators to quickly change prescribing habits.

#### **Areas of Expertise:**

- New Product Launch & Promotion
- Hospital Formulary Approval Process
- Product Advocate Development
- Territory Analysis
- Institutional Sales
- Sales Force Recruitment & Training
- Project Management
- Presentations
- Hospital Contracting & Pricing

### PROFESSIONAL EXPERIENCE

#### **Big Drug Company (RBC)**

##### **SENIOR EXECUTIVE SALES REPRESENTATIVE—RESPIRATORY (2013–Present)**

Drive sales of respiratory drugs Advair, Breo, and Anoro with primary care physicians, pulmonologists, and allergy specialists, coordinating efforts with a partner to ensure thorough territory coverage and frequent physician visits. Develop product advocates to serve as educators. *Currently tracking 13.6% market share for Breo—above district and regional averages—with a 4.9% increase in market share.*

#### **Representative Achievements:**

- Increased new prescribing physicians for Breo 60% in January 2016 by presenting compelling clinical data and demonstrating highly effective closing skills.
- Conducted an extensive analysis of BDC's pull-through with the most prominent health care plans in the territory; developed a call schedule for each rep's top prescribing physicians, resulting in national market share of at least 35% for each of the top plans.
- Persisted with a high-volume pulmonary specialist who wasn't prescribing BDC's new inhaled medication for COPD including arranging a meeting between physician and a Regional Medical Scientist and restructuring strategic plan for that physician. As a result, physician went from 0% market share to 50% new-to-brand market share in just a few months.
- Tapped by district manager to formulate a district-wide reward and recognition program; developed three quarterly awards including Business Ownership Award, Innovative Selling Award, and Inspire Award (a peer-selected award).

#### **Awards & Recognition:**

- Earned Patient First Share Award in 2015—the company's highest sales recognition—based on business acumen, scientific knowledge, and customer engagement.
- Received consistently above-average ratings, with 80% of rankings at the Distinguished/Distinguished+ levels, based on a combination of manager evaluations, test scores, and simulation exercises.
- Received Peer Award three times—Q1 2015, Q2 2014, and Q3 2014—for exemplary performance, leadership, sharing best practices, and assisting peers.

Big Drug Company, *continued*

### **MEDICAL CENTER REPRESENTATIVE — FULL LINE (2003-2013)**

Increased sales of Advair, Wellbutrin, Flonase, Veramyst, Valtrex, Flovent, and Imitrex with primary care physicians, specialists, residency programs across all specialties, and hospital pharmacies. Acquired eight institutions covering six therapeutic areas.

#### ***Representative Achievements:***

- Pulled through formulary process for Advair, Imitrex, Wellbutrin XL, and Valtrex with specialist and primary care support at pharmacy and therapeutics meetings.
- Developed local and regional thought leaders within hospital environment, resulting in Advair becoming the #1 prescribed in-patient respiratory inhaler in all eight territory hospitals.
- Selected to serve as Change Champion by regional director and district manager to help sales force transition from a sales-based bonus system to a capability-based compensation program.
- Represented region on National Respiratory Advisory Board during the launch of two new respiratory products.
- Chosen by management to serve as Assistant Regional Recruiting Account Manager.

#### ***Awards & Recognition:***

- Earned Winner's Circle Award in 2005—representing top 2% of sales force—BDC's highest award.
- Received Team Champion Award in recognition of increasing Advair market share above national average for four consecutive sales quarters.
- Awarded Representative of the Quarter, Q2, 2012, for exceptional contributions to the district.

### **THERAPEUTIC SPECIALIST REPRESENTATIVE — RESPIRATORY (1999-2003)**

Catapulted sales of Flovent, and Veramyst with Pulmonary, Pediatric Pulmonary, Critical Care, and Allergy specialists. Played a key role in the highly successful launch of Advair.

#### ***Representative Achievements:***

- Developed and implemented formulary approval process for Advair and Flonase; both products were accepted, and Advair achieved 53% share.
- Developed two regional speakers as product advocates that spoke statewide throughout 2001 and 2002.
- Recruited and interviewed eight candidates for territory-level position in Cleveland; selected best-fit candidates for recommendation to management, all of whom were hired.

#### ***Awards & Recognition:***

- Earned Winner's Circle Award for 2002—representing top 2% of sales force—BDC's highest award.
- Chosen by regional director to participate in the Emerging Leader Development Program (ELD)—a highly selective training program with only one participant per region.
- Received Spirit Award as #1 Therapeutic Specialist Representative (TSR) of the Quarter for combined sales of Advair, Flonase, and Augmentin (spring and fall 2002).

#### ***Early Career Experience:***

Pharmaceutical Sales Representative, Central Nervous System and Cardiovascular Sales Specialist, ABC Company.

## **EDUCATION**

**Ohio Northern University**

**BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION (BSBA), MARKETING**