
DYNAMIC COMMERCIAL LEADER

Combine Effective Strategy & Execution Excellence to Drive Inflection Points & Surpass Targets

"I'm a commercial strategist who specializes in finding breakthrough solutions that inspire and drive sales teams. While most people see binary choices in business challenges, I consistently identify the innovative third option that drives outsized results. My colleagues rely on me to bridge the gap between commercial strategy and sales execution. I thrive in complex commercial environments where creating elegant solutions are needed to deliver measurable impact, especially when conventional thinking has hit a wall."

— CAREER HIGHLIGHTS —

SPINTRAY INC.) | Los Angeles, CA

2017-2025

Senior Director, Recurring Value 2022 - 2025

- Driving consistent materials and services revenue growth, delivering 38% CAGR and 165% total growth over 4-year period
- Manage full P&L accountability for division, architecting Recurring Value Sales Strategy and leading cross-functional initiative to align the entire organization around Recurring Value objectives
- Execute customer optimization strategies through advanced analytics and segmentation, identifying high-value expansion opportunities and implementing targeted retention programs
- Launched innovative revenue share initiatives with 3rd party manufacturers (Carbon3D, Keystone Industries, Dentca/Kulzer), monetizing strategic partnerships through structured programs that generated incremental recurring revenue

Senior Director, Strategic Relationships 2020- 2022

- Built and led Strategic Relationship Manager Team to drive sales growth through expanding reseller network (Henry Schein Dental, Benco Dental, and Nobel BioCare), scaling channel revenues 249% over the period.
- Established multi-level partnership integration strategy, creating cross-functional collaboration between SprintRay and reseller organizations from C-suite to field teams
- Forged strategic alliances with adjacent technology manufacturers (Medit, Dexis, 3Shape), creating integrated ecosystem partnerships that enhanced product offerings and customer value

Director, Sales and Business Development 2017- 2020

- Generated \$14.9M in incremental revenue growth, scaling business from \$600K to \$15.5M
- Built comprehensive clinic-focused go-to-market strategy and commercial model, creating a scalable framework for sustainable revenue growth
- Led global expansion into 6 international markets (Chile, Mexico, Brazil, Italy, Spain, UK), establishing SprintRay as a global player in the dental industry
- Established strategic partnerships with premier dental industry resellers (Patterson Dental, Voxel Dental, & CadRay), creating new distribution channels and market access points.

CARESTREAM DENTAL | Atlanta, GA**2012 – 2016***Leading digital imaging and practice management software organization.***Regional Director / Account Executive**

- Led Sales team of Account Executives with Quota, Expense, and budget responsibilities. Increased CAD CAM Business by 58%
- Developed Channel Relationships leading to 100% increase of Channel Partners
- Cross Functional Collaboration for Elite Trade Show Success
- Exceeded revenue targets by 26% and 32% through strategic account management strategies

NORCO VALLEY DENTAL | Norco, CA**2007 – 2012***General and cosmetic dental practice acquired with business partner.***Managing Partner**

- Transformed underperforming dental practice through strategic operational improvements, achieving 250% production growth and establishing sustainable growth model
- Designed and manage practice marketing plan and operational plan that delivers over 22 new patients per month: increased business by 26% in 2012 over 2011
- Designed “Value Plan” that increased cash patient revenues 18% and designed Patient Communication plan that delivered 75% treatment acceptance

Early Experience: Developed a solid foundation of experience through early roles in sales and sales management, driving exceptional revenue results in medical device and business services.

— EDUCATION —

Bachelor of Business Administration, Marketing • **California State University Fullerton**

— Certifications —

Virtual Selling, John Chen
Coaching High Potentials, Ram Charan
Service Operations, CSUF
Sales Management, Cal Poly Pomona