

DAVID LEES

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Turning healthcare icons into disruptors... taking next generation patient care solutions to the world

"...I came to appreciate David as one of the most dedicated, talented and motivated sales leaders I had ever known. Most notably, he showed an enormous interest in expanding his knowledge of our customers' unmet needs. But, he did not stop at just understanding those needs. He endeavoured to find solutions."— Stuart Taylor, VP Information Systems, Stryker.

TOP-PERFORMING SALES LEADER who exceeds goals by enabling clinical and research clients to make informed decisions. 360-degree view of sales cycle refined through a 15+ year career driving sales and account growth across global markets in the medical device industry. Powered growth in highly competitive markets by leveraging consumer clusters across multiple markets and teaming up with deeply knowledgeable on-the-ground partners. Dissolved multiple sales barriers, infiltrating markets with a fresh perspective.

Produced millions in revenue year-on-year for healthcare giants worldwide, by leveraging expertise in:

SALES & MARKETING

- Clinical Value-Adding
- New Product Launches
- Direct Sales Presentations

SENIOR LEADERSHIP

- Top-Tier Sales Team Building
- C-Level Negotiations
- Strategy Planning & Delivery

BUSINESS DEVELOPMENT

- Global Business Expansion
- Revenue & Profit Growth
- New Territory Expansion

STRATEGIC SALES GROWTH HIGHPOINTS

STRYKER: Delivered a 20% growth in women's health products in the Queensland territory despite an industry-centric decline in operating margins due to unit price erosion. Created strategic alliances and secured repeat business.

MEDIGROUP: Innovatively helmed the integration of technology, expansion to e-Commerce, change strategies, and development of roadmaps. Presented and delivered on a 90-day e-store business plan, realising online sales growth of \$800K.

MEDTRONIC: Launched 25 new products across Europe, US and Asia. Exceeded quarterly targets for 3 consecutive years resulting in 10%+ growth per annum. Spearheaded nationally delivered training programs and workshops for customers.

PROFESSIONAL EXPERIENCE & ACHIEVEMENTS

STRYKER | Sydney NSW | 2014–CURRENT

A medical device organisation delivering value-based outcomes for women's health supplying medical devices to physicians, surgeons and care providers. (Reproductive Health, Urinary and Faecal Incontinence, Breast Health, Aged Care, Women's Health Education)

Senior Sales & Marketing Consultant

Recruited for high-level expertise in solution-based healthcare sales; tasked to evaluate gaps in women's health market and develop markets across Australia. Reversed flatlining sales and market position decline; optimising profitability through executing a long-term, low-risk organic sales growth strategy. Mounted deep expertise in complete sales cycle management from canvassing through qualifying to relationship management. Positioned company to capitalise on sales pipelines for the long term by solidifying alliance with distributors, building loyalty to the brand, and expanding customer base.

Drove radical initiatives setting the stage to revolutionise the future of healthcare

Selected Highlights:

- **Powered an increase in women's health medical device sales**, closing 30 new accounts from \$15K to \$150K each, creating a new high-performing territory for the company.
 - **Launched client-focused business plans** and territory development roadmaps, converting contacts into sales dollars resulting in 20% overall growth.

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- **Recognised as a master relationship builder and networker** after poaching a coveted \$200K account from a major competitor, securing critical business for a new product launch.
- **Identified a ‘next generation’ faecal incontinence single use device and a new cervical screening method** in line with Australian health policy—nominated 2 products from the 30 evaluated to add to the product mix. Created training and education programs; elevated product awareness; and provided direction on device usage.
- **Revolutionised the future of wound management in obese caesarean section patients** via an innovative skin closure system—engaged and directed trials with clinicians and researchers in wound management of obese caesarean section patients. Research study is still underway and early results are highly promising.
- **Travelled worldwide to investigate and develop markets in women’s health across Australia**—collaborated with physicians to comprehend gaps in treatment across breast health, incontinence, pelvic floor condition and education; future health policy; global trends; results in private and public health systems for women's health.
- **Industrialised a ‘history-changing’ self-collection strategy** for the renewal of the National Cervical Screening Program in conjunction with the federal government to drive sales of 300K units per annum.
- **Built an evidence strategy for a ‘next generation’ soft tissue repair patch** for use in breast reconstruction and hernia repair—partnered with manufacturer, Gold Coast University Hospital clinical trials group and AusBiotech.
 - **Won contract with Germany-based manufacturer** to develop evidence for 3D printed biosimilar soft tissue patch.
 - **Brokered deal with contract research organisation and parent medical device company** to collaboratively navigate Australia's regulatory framework to have the soft tissue patch accepted by FDA and TGA.

MEDIGROUP | Sydney NSW | 2010–2014

A leading pan-Asian distributor of medical devices and equipment operating in 9 countries across Asia partnered with prominent global industry leaders, to offer the latest in medical technology products and services.

Senior Sales & Marketing Consultant

Repaired company’s damaged reputation in the Australian market owing to poor management of relationships and substandard service. Reversed floundering performance with a 30% boost in national sales. Strengthened diluted brand, established market presence quickly, tapping into background in service sales as a strategist and executioner.

Built diverse pipeline of business while establishing new accounts and increasing portfolio ...driving extraordinary revenue growth

Selected Highlights:

- **Propelled e-store sales by 30% to \$800K;** won major bid and fixed pricing for cardiology products across Health Purchasing Victoria with \$1.5M in projected new business.
 - **Reversed declining commodity product sales** by grouping products into 1 portfolio; adding value-added customer programs; and creating an innovative tender process including a new hire guaranteeing >70% business bidding fulfilment.
- **Created a robust sales pipeline;** increased new accounts; and added an expansive portfolio to the National Product Catalogue—partnered with GS1 Australia to establish and enhance supply chain best practice.
- **Increased transparency for sales professionals and enriched customer service delivery**—developed and implemented on boarding programs for staff aligning sales efforts, infrastructures and activities to core strategy and brand.
- **Improved portfolio controls and accountability;** stabilised business operations; and realised growth of 6-10% in focus products.
 - **Headed reform initiative** splitting a large business unit into 3 parts and refocused sales professionals on areas of strength and expertise. Designed training assets for launch products and implemented CRM across the organisation.

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MEDTRONIC | UK, France & US | 2005–2010

A \$10 billion global healthcare products leader dedicated to innovation and long-term growth; creates innovative medical solutions for better patient outcomes and delivers value through clinical leadership and excellence.

Sales Strategy Manager (Europe, US & Asia)

Initially recruited as Territory Manager; advancing through revenue raising leadership positions to expand accountability providing sales strategy governance for the billion dollar global surgical company.

Inspired and led sales teams including product specialists and sales managers to drive sales for Medtronic products; and developed business strategies to meet and exceed sales targets in a professional, compliant, ethical and effective manner. Bolstered relationships with distributors, healthcare professionals and other customers in hospital and clinic settings; and built on strategic relationships with existing customers while acquiring new accounts.

Led sales and marketing efforts for billion dollar global surgical giant ... Generating new revenue through target markets across Europe, US and Asia

Selected Highlights for Combined Roles:

- **Exceeded quarterly targets for 3 consecutive years resulting in 10%+ growth per annum**—directed sales delivering >GBP7M revenue; developed tactical business plans and account profiles; and executed sales and marketing strategies to drive adoption of Medtronic’s product lines across Europe, US and Asia.
- **Revolutionised customer relationship management (CRM)**, by introducing the Salesforce cloud centred ecosystem company-wide—initiated the deployment of interactive evidence-based medicine and healthcare economics content for sales teams. Initiative standardised customer engagement globally; garnered meaningful business intelligence; and centralised customer data.
- **Achieved several sales awards for new business, clinical engagement and growth**—industrialised business opportunities with new and existing clients to maintain product loyalty and increase market share.
 - **Leveraged deep relationships with C-level executives across public and private hospital networks.** Identified Key Opinion Leaders—fostered and cultivated robust business relationships and partnerships with distributors, surgeons, nurses, key opinion leaders and key stakeholders.
 - **Initiated key account management approach in the public sector for the surgical business in the UK.**
- **Launched 25 new products and line extensions per year to market via surgical Salesforce**—managed and fortified distributor relationships providing direction on products, registration, Salesforce training, marketing, account planning, and procurement.
- **Developed and coordinated nationally delivered customer training programs**—pioneered customer in-service workshops; and managed product in-services, training, symposiums and evaluations for new accounts.

Recognition:

“...David intersected his product knowledge, sales experience, customer insights and his interest in technology to create an innovative continuous loop business process platform which enables interaction between R&D, Marketing, Sales and the Customer.

His clarion call was to enlighten Medtronic customers on how best to utilise the products to enhance clinical outcomes for patients. David’s vision, endurance, and leadership to push the limits of new tools such as the iPad were exciting to witness. David sought vendor and internal partnerships and nurtured those relationships to withstand the pressures of demanding time tables, high expectations, and his own uncompromising vision...” — **Stuart Taylor, VP Information Systems, Medtronic**

EDUCATION

Bachelor of Applied Science, La Trobe University, Sydney NSW

Master of Business Administration (MBA), Western Sydney University, Sydney NSW