

GREGORY P. RAINEY

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EXECUTIVE MANAGEMENT

Change Management □ *Strategic Sales Leadership* □ *Business Development*

Dynamic, results-driven executive with a thirty -four year track record of sales leadership success in the healthcare and biotech industries. Visionary, decisive leader with proven success developing and executing high-impact sales and business development initiatives to drive market share and sustained growth. Innovative change manager skilled in turnaround leadership and wide-scale process improvement. Motivational leader adept in building world-class sales organizations and strong industry relationships.

CORE COMPETENCIES

- Budget Administration
- Process Improvement
- Program Development
- Contract Negotiation
- COS Reduction
- Organic/Acquisition Growth
- National Sales Leadership
- Strategic Business Planning
- Performance Management
- M&A Sales Integration
- Operations Management
- Competitive Intelligence
- Training and Mentoring
- Industry Partnering
- Sales Reporting

PROFESSIONAL EXPERIENCE

C.C.I. PERFORMANCE GROUP, LLC, Ivoryton, CT

President / Owner (11/2004–Present)

Deliver expert business consulting services for established Fortune 500 companies as well as start-up medical device and healthcare companies. Website: www.cciperformance.com.

Launched and continue to lead company providing specialized, sound advice on sales and product distribution strategies to expand footprint and grow revenue. Communicate with company Presidents and Senior Sales Executives to identify needs and provide sustainable solutions. Specialize in healthcare arena related to Orthopedic and reconstructive surgery in spine, trauma, and sports medicine specialties.

Key Achievements:

- Restructured sales force for key client resulting in 2 year sales growth from \$9M to \$28M while quadrupling customer count, as well as formation of a highly effective internal OEM division.
- Consulted for client acquiring spine company by a multi divisional medical device organization; acquisition resulted in significant performance improvements through recruiting high-impact leadership talent.
- Assisted in development of US Sales organizations for companies based outside the US. Disciplines of the companies were Orthopedic Implants, (hip & knee), Trauma, Orthopedic specialty implants, spine and biologics.
- Outside companies were based in the UK, Germany and China.
- Confidant and sounding board to key leaders in organizations, CEO, CCO, VP, Sales, Area Sales Managers.

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RTI BIOLOGICS, Alachua, FL

Member, Board of Directors (2/2007–12/2013)

Serve on executive-level, decision-making team to steer continued success for this medical biologics company providing innovative, sterile biologic implants for physicians, surgeons, and medical centers worldwide

Participate in regular meetings and collaborative sessions to identify, assess, and capitalize upon emerging business development opportunities to build company market presence and enhance revenue streams while supporting medical innovations and healthcare excellence.

Key Achievements:

- Selected to serve on committees including the Compensation Committee, Governance Committee and the Science Committee.
- Participated in acquisition of competitor which nearly doubled the size of RTI Biologics.
- Participated in acquisition of 80 Million dollar company to nearly double the size of the company.

CAS MEDICAL , Branford, CT,

Member, Board Of Directors, (2010 - Present)

Serve as an outside Director of this small medical device company with innovative technologies in the patient monitoring field.

Serve on the Compensation and Audit Committees.

CATALYST ORTHOSCIENCE, Naples, FL

Member, Board of Directors, (1/1/2018 to present)

Serve as Director on Board of small orthopedic development company which to date has specialization in the upper extremity marketplace.

COMMUNITY FOUNDATION OF MIDDLESEX COUNTY, Middletown, CT

Member, Board of Directors, (2012- Present)

Serve as Outside director on a non-profit charitable foundation serving a county of 15 townships.

Serve on Nominating and Governance and Chair the Marketing/Communications Committee

STRYKER CORPORATION, Mahwah, NJ, 1994–5/2004

Vice President Sales, Orthopedic Division (2000–2004)

Promoted through positions of increasing scope and responsibility to become recognized as an integral member of executive team for this \$1.2-billion global leader in the worldwide orthopedic market and one of the world's largest medical device companies.

Directed strategic planning and development of corporate sales initiatives executed via a 700-member national sales organization. Administered a \$400 million operating budget. Instituted and implemented short- and long-term sales objectives and training initiatives. Developed and implemented policies, procedures, and process improvements across sales force and 350 support personnel. Hired, managed, and developed seven direct reports. Forged strong relationships with major buying groups, GPOs, and key customers.

Key Achievements:

- Awarded three Telly Awards in 2002.
- Integrated two sales forces and expansion from 435 to 700 sales reps and managers post-acquisition.
- Led national sales organization to grow overall sales \$425 million (from \$588 million to \$1.13 billion) in four years and catapult organization from #4 to #1 fastest-growing company in the industry.
- Reduced sales costs 5.4% (from 38% to 32.6 %) and doubled the top line by implementing best practices across 42 branch and agency locations.
- Grew Spine market share 9% (from 1% to 10 %), Trauma market share 4% (9% to 13%), and Reconstructive market share an average of one point per year.
- Developed and executed national marketing plan with celebrity endorser.

- Implemented Sales Leadership University and incentive programs to build a world-class sales organization.

Senior Director Sales, Howmedica-Osteonics (1999–2000)

Directed organic and acquisition growth while realizing sustained business development. Managed and motivated 200+ sales producers based across a large geographical territory covering 50% of the continental U.S. Developed and executed strategic sales and business development programs. Oversaw sales reporting.

Key Achievements:

- Led merger of two sales organizations to surpass all expectations for largest acquisition in the history of the company while concurrently achieving sales goals and maintaining 90+% of acquired sales.

Regional Sales Manager (1994–1999)

Managed sales for a \$ 50 million territory comprised of seven independent agencies, three branches, and a 75-member sales and management team. Oversaw performance management of all branches and agent leaders. Transitioned and developed sales organizations from independent agents to company branches. Cross-functionally interacted with all ancillary departments, including HR and Legal. Negotiated contracts.

Key Achievements:

- Led turnaround of region with 20% revenue loss to achieve 10% sales increase in less than one year.
- Restaffed branch leadership to realize corporate sales objectives three of four years; twice awarded Regional Manager of the Year (1996 and 1997).

JOINT MEDICAL CORPORATION, Stamford, CT, 1992–1994

Developed a team of sales agents. Instituted and executed strategic sales program.

Director of Sales

Devised performance management strategies. Led realignment of regions and redesign of reporting structure.

Key Achievements:

- Turned around downward spiral of national sales to grow revenue \$17 million (from \$18 million to \$35 million) within two years.
- Designed sales-reporting structure fostering a culture of performance and accountability subsequently adopted for companywide implementation.

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Previous experience includes: Principal, 1988–1992 for CONSULTING FIRM, Essex, CT; Product Manager (1985-1988), Regional Sales Manager (1980-1985), Sales Representative (1977-1980) for U.S. SURGICAL CORPORATION, Stamford, CT, 1977–1988

EDUCATION / PROFESSIONAL DEVELOPMENT / ASSOCIATIONS

Bachelor of Science in Biology

LOYOLA UNIVERSITY, Chicago, IL

Strategic Sales Executive Program Certificate, University of Chicago, 2002

Corporate In-House Leadership Program, Stryker Leadership Academy, 1999

Executive Program Certificate, Harvard Negotiations Seminar, 1998

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