

JUDY LAWRENCE

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OBJECTIVE

Experienced pharmaceutical sales professional seeks a challenging environment where my skills and ability to increase revenues would be of value.

PROFESSIONAL EXPERIENCE

Bristol Myers Squibb, Chicago, IL 2002 – Present
Pharmaceutical Sales Representative charged with task of revitalizing under producing suburban Chicago territory and developing strategies to improve utilization of organization's cholesterol lowering and blood clotting products.

- ♦ Effectively manage and grow relationships with key medical customers and quickly exceeded target by 113%. Successfully achieved all performance activities.
- ♦ Cultivate and grow client base by conducting research to identify and track top 10% HMG writers and establish affiliations. Efforts enabled moving of regional ranking from 29th to 3rd.
- ♦ Ethically host and coordinate educational luncheons, dinner meetings and seminars for current and prospective customers regarding advances in healthcare.
- ♦ Created complex Excel spreadsheet to demonstrate monthly activities of each client physician and identify what is working and what is not.
- ♦ Introduced monthly journal club with counterparts to discuss recent advances in industry and keep abreast of competition.

Therapeutic Services of America, Oakbrook, IL 1997 – 2002
Account Executive/Medical Sales Representative (2001 – 2002)
Sales Intern (1997 – 2000) for regional Home-Healthcare/Rehabilitation services agency. Recognized by organization for natural selling abilities and superior relationship building skills and was asked to rejoin organization by VP of Sales and Operations.

- ♦ Productively managed over 20+ key accounts for agency. Increased annual revenue by \$40,000 in first month as Account Executive.
- ♦ Conducted high-impact sales presentations to secure business with Chicago hospitals, nursing homes, major medical facilities and private practices.
- ♦ Oversaw activities of 6 departments consisting of 12 employees and 60 field therapists.
- ♦ Held daily conference calls and monthly meeting with customers and therapists to assure quality of service being delivered. Utilized opportunity to expand network and prospect new business.
- ♦ Prepared computerized monthly forecasting, comparison, analysis and cash flow reports.

Citibank, Naperville, IL 2000 – 2001
Sales Representative/Financial Analyst responsible for marketing mortgages, business loans and life insurance plans to small business owners and large corporations, including Met Life, Crate & Barrel, Nicor, Cybertech and United States Marine Corps. Held required Series 6 and Life Insurance Licenses.

- ♦ Cultivated new business through effective cold calling, following up on referrals and exploring new opportunities within current accounts.
- ♦ Secured numerous lucrative accounts, including \$500,000 in up-front cash contract and agreement with United States Marine corporate to market Citibank products through on-side investment seminars.

EDUCATION

Bachelor of Arts, Economics – Spanish Minor, University of Iowa, Iowa City, IA, 1999

COMPUTER SKILLS

Microsoft Word/Excel/PowerPoint, Callmax, Windows Applications, Internet Navigation

LANGUAGES

Conversational Spanish