

# CAMERON KIRKLAND

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## Medical Sales | Marketing | Territory Growth | Provider Client Relations

**Highly Accomplished Leader** who excels in challenging senior-level medical sales capacities by identifying substantial growth opportunities, analyzing customers' needs, defining methods for capturing and retaining clientele, and attaining competitive market leverage. **Influential Change Agent** who offers a background in behavioral therapy as a skilled relationship-builder able to strategically analyze data to drive decision-making. **Ambitious Self-Starter** who spearheads the results-focused sale of state-of-the-art medical products while contributing proven awareness of key industry trends.

### Career Highlights Include:

- ✓ Driving team-oriented retail sales grossing \$700,000 annually for Nordstrom.
- ✓ Continually exceeding sales targets by 20% to be recognized as a "Top Performer."
- ✓ Boosting market share 15% by utilizing data analytics to identify competitive market trends.
- ✓ Establishing profitable and sustainable retail customer retention methods applied to 600 vendors.
- ✓ Increasing Pump sales 85% by assessing clients' needs through CRM, as well as optimizing insurance data.
- ✓ Upholding a 95% customer retention rate via exceptional post-sales customer support and product training.

## CORE COMPETENCIES

- High-Volume Medical Sales
- Multi-Product Training
- Dynamic Marketing
- Microsoft Office
- Territory Growth & Development
- Data Analysis & Trends Tracking
- Agile Project Management
- Microsoft CRM
- Profitable New Product Launches
- Post-Sales Customer Support
- Insurance Coding & HIPAA
- Salesforce

## PROFESSIONAL EXPERIENCE

### Senior Medical Device Sales

2023 – Present

Beta Bionics

- Played a vital role in launching a groundbreaking diabetes product while building relationships among healthcare professionals (e.g., endocrinologists, PCPs, diabetes educators) to boost product adoption and market penetration.
- Expertly identify and capitalize on evolving market trends via utilization of key data analytics. Lead cross-functional teams in influential market research, product positioning, and promotional campaigns.

### Medical Device Sales

2022 – 2023

Tandem Diabetes Care

- Championed client-centric Pump services, including coordinating referral processes and inputting data to insurance portals and CRM systems. Built client relations by promptly responding to and resolving key concerns.
- Conducted comprehensive training sessions for service providers on policies, procedures, and technology. Continually gathered, reviewed, and verified data about participating healthcare providers.

### Registered Behavioral Therapist

2021 – 2022

Dream Big Child Center

- Exhibited strong communication and interpersonal relations talents toward meeting with clients – individually and in group sessions. Drafted and implemented early childhood behavioral intervention plans for 20 clients.
- Successfully analyzed behavioral time-series variables through accurate data visualization practices. Skillfully differentiated client goals through three (3)-hour sessions based on behavioral data.

### Behavioral Therapist Lead

2019 – 2021

Autism Learning Partners

- Applied solutions-focused behavior analysis methodology for behavioral improvement across a 12-month period. Implemented Natural Environment Teaching (NET) to integrate 40 neuro-divergent clients into the workforce.

### Lead Sales Representative

2015 – 2019

Nordstrom – Children's Gear

- Drove retail sales and customer service initiatives to gross \$700,000 annually. Trained, coached, mentored, and managed a top-performing team of 15 retail sales associates in consistently exceeding Children's Gear department expectations.
- Delivered insights on emerging technology and trends to capture a larger market share within four (4) years. Led teams in obtaining certifications and contributed to key conferences with workshops on product training.

## EDUCATION

Bachelor of Science in Psychology *In Progress*  
Associate of Science in Organic Chemistry

California Baptist University  
Norco College