

NAOMI LAWSON, M.B.A.

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SENIOR SALES DIRECTOR

PHARMACEUTICAL ▪ MEDICAL NUTRITION ▪ BIOTECHNOLOGY

Proven success increasing sales and market shares of pharmaceutical and biotechnology products.

Accomplished Sales Executive able to drive sales in complex technical markets, promote cutting-edge technology, improve market position, and leverage advanced scientific understanding of products.



Effective Senior Negotiator and Leader adept at closing deals with high-level decision makers and directing strong sales teams to exceed revenue and market share objectives; maximize profits by applying a strong background in biotechnology sales.

PROVEN EXPERTISE

- ✓ *New Business Development*
- ✓ *Value Propositions*
- ✓ *Budget Optimization*
- ✓ *Go-to-market Strategies*
- ✓ *Strategic Account Planning*
- ✓ *Territory Reorganization*

EXECUTIVE HIGHLIGHTS

- **Led sales team to achieve 10% sales increases for three consecutive years** in the North American market at Bioingredients Corporation.
- **Doubled national sales in the diagnostic culture media market** and stimulated growth in previously stagnant territory at Biotechnology Company.
- **Improved revenue 15% in the first year** at ABC International by expertly managing relationships with numerous \$3+ million distributors.

PROFESSIONAL EXPERIENCE

BIOINGREDIENTS CORPORATION; Chicago, IL

2008 to 2012

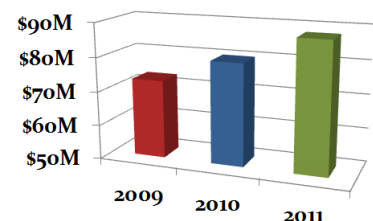
SENIOR TECHNICAL SALES DIRECTOR, NORTH AMERICAN MARKET

Global manufacturer of raw ingredients for the pharmaceutical and biotechnology industries.

Recruited to bolster sales in the highly specific diagnostic and molecular biology markets and lead a high-performing team of 32 professionals. Quickly identified and executed strategies to achieve short- and long-term sales success by collaborating with product developers to conduct intensive strategic analysis and tactical planning. Represented North American market in international meetings of senior management. Mentored sales professionals to surpass sales and growth expectations.

- **Increased sales 10% each year**, including leading 35 prospective clients into testing phases for multiple product lines in just 12 months.
- **Strengthened market share 6%** by recommending and implementing streamlined product portfolio with focused sales opportunities.
- **Directed the global launch of a new successful product**; provided key expertise and executive insight for all aspects — from sales projections to optimal market positioning.

YOY REVENUE GROWTH



Increase Market Share ▪ Initiate Sales ▪ Improve Customer Relationships

BIOTECHNOLOGY COMPANY; Lincoln, IL
TECHNICAL SALES MANAGER, AMERICAS

2007 to 2008

International producer of specialty raw ingredients for the pharmaceutical and medical nutrition industries. Facilitated the development of a new cell culture media component with excellent long-term market potential. Developed in-depth global business perspective with advanced knowledge of international account management. Resolved product complaints and retained anxious clients by conducting internal seminars to educate manufacturing on the potential effects of slight changes in procedures.

- **Awarded highly competitive distributor contract worth \$5 million.**
- Expertly negotiated pricing with key account leading to five-year contract renewal. **Client recommendations resulted in cell culture market share increasing 15%.**
- **Established company as a true competitor in the medical nutrition industry**, created strong corporate market presence, and built high-profile client base.

ABC INTERNATIONAL; Albany, NY
NATIONAL ACCOUNT MANAGER

1996 to 2006

National manufacturer and supplier of specialty chemicals and derivatives.

Managed \$8.6 million portfolio consisting of top clients in four industries. Maintained relationships with C-level executives to advance corporate sales goals while ensuring accurate pricing. Developed and implemented effective marketing and promotional strategies focused on client engagement. Maximized profit from existing clientele and attracted new accounts.

- **Achieved #1 rank in sales and productivity** in the first year with \$2.1 million in new client sales.
- **Closed additional \$900K in sales via a single distributor** by promoting cost-effective channel marketing and implementing additional training to enhance client relations.
- **Developed profitable relationships** with two leaders in a new industry; secured manufacturing partnerships for several long-term projects.

Prior positions include:

BIOSEPARATION SPECIALIST; TECHNOLOGY, INC.; Madison, WI
TECHNICAL SERVICE REPRESENTATIVE; ROSWELL, INC.; Tulsa, OK
PROGRAM MANAGER; JOHNSTON AMERICA; Chicago, IL

EDUCATION

Master of Business Administration
UNIVERSITY OF CHICAGO; Chicago, IL

Bachelor of Science in Biology
UNIVERSITY OF ILLINOIS; Chicago, IL

PROFESSIONAL TRAINING & ASSOCIATIONS

Developing High-Potential Leaders, Wharton School of Business

Strategic Negotiations, Harvard Business School

Quality Assurance & Quality Control, Microbiology Network

Member, American Chemical Society ■ Member, Illinois Society of Microbiology