
MedTech Commercial Strategist

15+ Years of Experience in Med Device Sales Leadership, Strategic Account Management, and Business Development

Growth-focused individual with strong business acumen and a demonstrated expertise in coordinating full sales cycles, identifying marketing needs, prospecting clients, negotiating contracts, and monitoring key sales performance metrics to attain and exceed revenue targets. Adept at defining and aligning sales vision, strategies, and processes with corporate objectives to aggressively penetrate and expand in key markets. Possesses superior analytical and critical thinking skills with emphasis on delivering value beyond the numbers and solving problems across the business. Equipped with exceptional communication, negotiation, and interpersonal skills along with capability to establish a strong rapport with both clients and internal stakeholders.

Professional Experience

Elevaris Medical Devices – Medical Equipment Manufacturing – Houston, Texas

BUSINESS DEVELOPMENT DIRECTOR (2025 to Present)

Drives commercial strategy for a private-equity-backed precision manufacturing platform by positioning Elevaris as a premier CDMO partner for leading MedTech companies. Responsible for building a multi-year pipeline, managing key OEM accounts, and leading strategic growth initiatives across Elevaris' global operations.

- ◆ Spearheaded the integration of sales efforts across two legacy companies (Spectra Medical Devices and XL Precision Technologies), creating a unified brand identity and go-to-market strategy under Elevaris.
- ◆ Established Elevaris' commercial differentiation by highlighting core competencies in laser-cut hypotubes, EDM, and precision machining, securing new business with top-tier OEMs.
- ◆ Strengthened executive-level customer relationships through consultative engagement, driving expanded account penetration and long-term supply agreements.
- ◆ Partnered with internal stakeholders in operations, engineering, quality, and finance to align quoting, forecasting, and capacity planning processes with customer demand.
- ◆ Elevated Elevaris' market presence through development of thought leadership campaigns, technical webinars, and trade show strategies to increase visibility with target accounts.

Millar LLC – Medical Equipment Manufacturing – Houston, Texas

Ground up development of a CDMO project pipeline valued at over \$150M.

DIRECTOR OF BUSINESS DEVELOPMENT (2016 to 2025)

Led a team of sales professionals with the goal of leveraging Millar's sensor technology platform to cultivate strategic partnerships with the world's top medical device manufacturers.

- ◆ Cultivated sustainable growth of company by leading the development of the new OEM Solutions business unit.
- ◆ Utilized CRM tools to increase business line visibility as well as allow real time strategic adjustments based on quantitative metric analysis.

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- ◆ Ensured customer satisfaction through active engagement with client's senior leadership team resulting in expanded account revenue and increased Millar profitability.
- ◆ Enhanced efficiencies, slashed lead times, and met customer requirements through directing initiatives for the alignment of cross-functional departments, such as sales, marketing, production, engineering, and finance.

TMK IPSCO – Oil & Gas – Houston, Texas

Improved sales efficiency, elevated brand reputation, expanded client base, and increased market share, despite 80% decrease in industry wide Gulf operations.

DISTRICT SALES MANAGER (2014 to 2016)

- ◆ Established and executed GOM sales strategy to facilitate organizational success and significant financial gains.
- ◆ Attained the optimal product mix to maintain a strategic inventory for offshore applications through evaluating customer needs and cross functional collaboration.
- ◆ Created a new accounting methodology for the tracking of TMK materials sold for offshore applications.

Weatherford International – Oil & Gas – Houston, Texas

Expanded market outreach and managed all US sales for the Weatherford Iron Derrickman product line, while ensuring products were commensurate to client requirements and needs.

TECHNICAL SALES REPRESENTATIVE (2013 to 2014)

- ◆ Achieved organizational goals by designing and executing sales strategy.
- ◆ Evaluated business opportunities, submitted bids, negotiated prices, and secured capital equipment investments by coordinating with operators and contractors.
- ◆ Enhanced professional expertise by completing Weatherford's Advanced Selling Skills program and Clear Path Strategies' Selling Strategies training.

Millar Instruments – Medical Equipment Manufacturing – Houston, Texas

Exceeded all territory revenue targets as well as supported Millar's distributor network abroad by providing technical support, proposing solutions, and performing product demonstrations and installations.

SENIOR TECHNICAL SALES AND SUPPORT ENGINEER (2009 to 2013)

- ◆ Conducted training and distributor workshops in South Korea, China, and Canada.
- ◆ Recognized as top sales representative, while facilitating double-digit territory revenue growth in 2011.
- ◆ Earned recognition from senior management and promoted in 2012 to Senior Technical Sales and Support Engineer based on exemplary performance.

Education and Credentials

Bachelor of Science, Biomedical Engineering

University Of Houston – Houston, Texas, 2009