

## Jason A. Hamilton

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# BUSINESS RELATIONS & SALES MANAGEMENT LEADER

## *Building High-Performing Teams to Drive Revenues for New & Repositioned Business Divisions* **Advancing Client Relationships | Strengthening Patient Education**

Accomplished and agile Market Strategy Executive with proven experience in identifying, analyzing and exploiting market opportunities within a variety of organizational structures and corporate development stages. Results-driven business partner and team builder with demonstrated, repeat success in developing successful teams and organizations. Creative and multi-disciplinary executive renowned for identifying cryptic connections among players from various environments using multi- and cross-disciplinary approaches to deliver innovative solutions. Proven leader with outstanding relationship building skills, strong communication abilities and exceptional emotional intelligence that excels in matrix and hierarchical structures.

- **Business, Marketing & Product Branding Strategy**
- **Plan Formulation & Results-Generating Execution**
- **Change Management & Resource Allocation**
- **Quality Control, Process Audit & Logistics**
- **Distribution Channel & Client Relations**
- **Business Trend Identification & Forecasting**
- **Talent & Performance Management**
- **Fiscal Accountability & Goal Achievement**

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### **ARMSTRONG THERAPEUTICS, INC.**, Baltimore, MD

2006 – present

*A biotechnology firm specializing in emerging neurological therapies for nervous system disorders with a \$1.4 Billion market capitalization.*

#### **Business Relations Director** (October 2010 – present)

- Appointed to create a new position to grow select regional accounts using customized business solutions integrating managed care, specialty pharmacy distribution, marketing, legal and sales management areas to improve service delivery.
- Lead grassroots advocacy and expand effectiveness of product message within the healthcare practitioner community, key industry organizations, internal corporate audiences, local communities, government agencies, insurance companies and non-profits.
- Anticipate trends and remain abreast of current scientific and industry knowledge to formulate strategies and implement plans creating opportunity, capitalizing on market shifts and driving market penetration.

#### **Area Business Manager** (October 2006 – October 2010)

- Led a four-state business region with market analysis, strategy development, initiative deployment and fiscal goals setting.
- Grew entire business unit's average dollar volume of sales 347% from 2006 to 2009.
- Selected by leadership and peer group to spearhead several key corporate projects, such as developing departmental performance metrics, devising customer relationship management systems and introducing a corporate values program.
- Received the Winners Circle Award for expanding the top-ranked business unit by 32% in US Sales in 2010 and placing first in sales among Area Business Managers.
- Ranked 4<sup>th</sup> for total market share in 2010 with a significantly reduced and restructured product territory from year prior.
- Awarded # 1 Area Business Manager, National Highest Capsule Dollar Volume and National Highest Market Share Awards in 2009 and exceeded \$3.2 MM in US sales during this economically challenged period.
- Exceeded goal by 16% achieving top ranked business unit in Eastern region in (116% of goal) for 2008 and 2007.

### **EMECLEX, INC.**, Charlotte, NC

2004 – 2006

*A start-up, privately owned, medical software technology company developing clinical trial development solutions.*

#### **Manager, Business Development**

- Cultivated marketing strategy and identified best use of human capital resources to deliver customized client solutions.
- Successfully generated company's first sale valued at \$50,000 within six months of launch.
- Built a pipeline exceeding \$7 MM in premier medical centers and government agencies within first year.

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**IMMUNIMED, INC.**, Reston, VA

1996 – 2003

*A start-up Biotechnology firm specializing in Infectious Disease therapies acquired by TetraNyma in 2006 for \$14.4 Billion.*

**Senior Clinical Marketing Manager**

- Pioneered the launch of three novel drugs utilizing entrepreneurial business development and built a top-performing interdisciplinary team consisting of multiple divisions and co-marketing partners.
- Devised a traditional and social marketing strategy to expand current customer base. Managed team effectively by instilling a diagnostic approach to fiscal and business management that prompted appropriate solution development.
- Led nation in exemplary payer relations and policies for managed markets and government affairs.
- Ranked in the top three of forty business units in combined sales each year from 1996 to 2003.
- Generated \$27MM of company's \$600MM gross sales in 2003 (over 4% of gross revenues for company).
- Drove the business unit growth rate to exceed 25% annually for nine years.
- Received the following awards during tenure:
  - Outstanding Sales Achievement Awards (1996-2002)
  - Chairman's Award (2000)
  - Region of the Year Award (1996-1999)
- Attained Medicaid guidelines for first of class drug, which eventually became national standard for the firm.
- Facilitated public policy changes in Virginia and North Carolina resulting in 10% decrease in infant infection rates.
- Created Infant Wellness Program/Public Health Initiative that was adopted by 72 pediatric centers nationally.
- Established globally recognized program through partnership with Johns Hopkins Comprehensive Transplant Center.

**HEALTHSAGE, INC.**, Washington, DC

1993 – 1995

*A multi-divisional medical device manufacturer that has currently grown to 11,000 employees and offices in 90 countries.*

**Senior Sales Representative**

- Launched new combined division while restructuring existing product line that generated \$17 MM in sales annually.
- Exceeded 100% to goal in all product categories annually. Rose from 28th to 7th out of 30 in nine months in initial year.
- Developed focused business plan aimed at hospital accounts and distributor relationships; created strategic relationships with targeted health care systems and negotiated comprehensive contracts.

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**EDUCATION**

KELLOGG SCHOOL OF BUSINESS, NORTHWESTERN UNIVERSITY, Evanston, IL, MBA

UNIVERSITY OF KENTUCKY, Lexington, KY, BS - Major: Interior Design & Architecture, Minor: Business

**PROFESSIONAL MEMBERSHIPS/ACTIVITIES**

Health Care Businessman's Association 2009 – Present

National Multiple Sclerosis Society 2006 – Present  
- Volunteer/Team Captain for annual MS Walk events

**SKILLS**

Microsoft Office: Word, Excel, Access, PowerPoint and Outlook; CRM Systems; Proprietary Drug Distribution Systems

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