

Lee Feldman

Plantation, FL 33324

leefeldman1973@gmail.com

+15618490930

Professional Summary

Successful and seasoned sales executive seeking an opportunity to utilize my skills, experience and education to offer profitable results. I hold 22 years of experience in healthcare and technology.

Willing to relocate to: Chapel Hill, NC - Winston-Salem, NC - Raleigh, NC

Authorized to work in the US for any employer

Work Experience

Regional Account Manager

Vohra Wound Physicians-Miramar, FL

January 2022 to April 2022

- Primary point of contact for existing customers and Vohra's rounding wound care physicians.
- High level of accountability through the execution of timely, accurate, and reliable interaction with the client and rounding physician, demonstrating a professional manner at all times.
- Interactions include but are not limited to email, client calls, and video conferencing with use of Zoom, Microsoft Teams and Outlook.
- Provided research and resolution to inquiries and issues.
- Physician credentialing and scheduling at post-acute facilities.
- Drove results through others, holding internal partners accountable to deliver on client requests, solutions, credentialing, and resolving issues.
- Responsible for quickly escalating issues within the organization prior to client escalation or when client commitments are at risk.
- Ensuring all client issues are being entered and tracked in client management tools, monitoring them throughout their lifecycle.
- Developed strong working relationships with surgical clinicians and LTC facility Administrators, DONs and wound care teams.
- Client management tools: Salesforce, Microsoft PowerBI and Modio Health.

General Manager II

Apria Healthcare-Palm Beach Gardens, FL

August 2018 to November 2019

- Managed all departments of the Palm Beach branch such as sales, customer service, collections, clinical CPAP lab, logistics, warehouse, and inventory.
- Daily morning huddles with all staff
- Prepared staff for audits by JCAHO, DOT and DOH
- Ensured operational procedures comply with federal, state, local and Joint Commission requirements.
- Monitored sales, expenditures, equipment utilization, staff schedule, logistics/deliveries, and inventory levels to ensure maximum profit margins.
- Hired and trained new employees
- Managed vendor and provider relationships

- Daily use of Salesforce, DOMO, TM1 COGNOS and AS/400.

Territory Manager

Apria Healthcare-Miramar, FL

May 2014 to August 2018

- The territory manager is responsible to maintain business growth for Apria Healthcare's respiratory and wound care products such as Oxygen, Non-invasive ventilators, Negative Pressure Wound Therapy (wound vacs + dressing) and Positive Airway Pressure devices (CPAP & Bi Pap)
- My achievements were built on strong working relationships with various decision makers at hospitals, physician offices, skilled nursing facilities and Sleep/CPAP labs.
- 02/ 2016 - Hand selected to be a member of Apria Healthcare's mentor program
- Daily use of Salesforce and AS/400 tools for data mining and pipeline integrity
- Exceeded annual sales quota by 107% in 2014
- Exceeded annual sales quota by 128% in 2015
- Exceeded annual sales quota by 106% in 2016
- Exceeded annual sales quota by 112% in 2017
- Exceeded annual sales quota by 111% in 2018
- Promoted to General Manager 08/2018

Senior National Account Executive

Virtuox, Inc.-Coral Springs, FL

June 2013 to May 2014

- The national account manager is responsible to craft relationships with and train durable medical equipment providers on using the Virtuox SaaS cloud platform and wearables via Skype and in person
- Wearable products included pulse oximetry and home sleep testing equipment
- Wearables and SaaS platform combined help DME providers qualify their patients for oxygen and PAP products, increasing each providers profitability.
- Daily cold calls to Durable Medical Equipment providers with use of Salesforce for pipeline integrity

Physician Relations Manager

Tenet Healthcare-Boca Raton, FL

July 2010 to June 2013

- The Physician Relations Managers role is to increase physician referrals and market visibility for the hospital based and stand-alone sleep centers owned and operated by Tenet Florida Physician Services.
- The physician relations managers responsibilities include daily physician visits, monthly budget meetings with hospital administration, weekly pipeline meetings with each lab medical director.
- Organized speaker programs focusing on sleep medicine for the local SNF communities and health organizations.
- Organized open houses for each sleep lab focusing on the local physician offices and hospitalists for potential sleep referrals to each sleep center.
- On-boarded sleep physicians via each hospital credentialing process.

Regional Account Executive

Pharmerica-Pompano Beach, FL

January 2008 to March 2010

- The role of the regional account executive is to work with Regional Director of Sales, Vice President of Operations and Pharmacy Directors in evaluating and qualifying new business opportunities as to profitability and strategic impact on the pharmacy and the region in order to achieve annual revenue goals.
- Identified business opportunities through pre-call planning, sales calls, emails, referrals, networking/charity events, trade shows and in communicating (verbally and in writing) with skilled nursing, assisted living, subacute and managed care organizations to assess pharmacy market needs.

- Worked closely with the regional director of sales and local pharmacy directors in finalizing contracts, coordinating startup of new accounts and transitioning account services to pharmacy operations upon obtaining contracted service commitment from client.
- Organized and attended national trade shows
- Member of local and state SNF organizations such as FADONA, FHCA, and FALA - attended and presented at monthly district meetings.
- Organized quarterly CEU education seminars on topics of pharmacy survey compliance directed at DONs and Administrators of SNFs.
- Exceeded annual sales quota by 117% in 2008
- Exceeded annual sales quota by 103% in 2009

Marketing Account Representative

Signet Diagnostic Imaging-Pembroke Pines, FL

May 2005 to January 2008

- The Marketing Account Representative is accountable for developing professional referral relationships with physician offices (client) in the south Broward territory in order to further establish and increase the patient referrals for the Pembroke Pines based diagnostic facility.
- Acting as a liaison to the 200+ clients, the Marketing Account Representative role is to be both proactive and reactive to client needs in regard to the level of customer service needed from and provided by Signet Diagnostics and is the key communication conduit between the clients and the Pembroke Pines multi-modality diagnostic center.
- Marketed the local medical community on the MRI/MRA, CT, USD, Mammogram, bone density (DEXA), X-ray, stress test and nuclear medicine modalities.

Marketing Coordinator

HealthSouth Imaging-Weston, FL

April 2004 to May 2005

- The Marketing Coordinator is accountable for developing professional referral relationships with physician offices (client) in the Broward and Dade County territories in order to further establish and increase the patient referrals for the Weston based diagnostic center.
- Acting as a liaison to the 450+ clients, the Marketing Account Representative role is to be both proactive and reactive to client needs in regard to the level of customer service needed from and provided by HealthSouth and is the key communication conduit between the clients and the Weston MRI/CT center.
- Marketed the local medical community on the MRI/MRA, CT and Arthroscopy procedures.

QA Tester

IBM, Global Technology Services Division - Miami, FL-Doral, FL

June 2001 to January 2004

- Overseeing all testing performed and creation of new business opportunities on major customer sites, mainly in Southwest Miami.
- Creation of test methodology and processes, generating reports to the Product Development Team and the IBM Account Team.
- Testing responsibilities: Performing acceptance, compatibility, installation, integration, and regression testing on desktop systems and peripherals, including operating systems, baseline customer applications, bundled shrink-wrapped applications, and secondary applications developed by the software delivery team.
- All testing techniques used through self-created test plans and finalized testing with Mercury Winrunner.
- Provided planning and design input for desktop strategy and standards.
- Recommended configuration changes for performance and/or optimization of the client via enhancement requests.
- Verified hardware and software configuration meets end-user requirements and complied with evolving customer desktop standards.
- Solved problem resolution of image and/or application integration issues.

- QA Technical Projects: Windows 98/NT/2k Images for client on various hardware platforms, Lotus Notes R5 and 4.6, SAP, IBM Global Network Dialer, TSI Poller PC (Phone PBX Polling Software), Oracle version 8i, and Crystal Reports.

Software Test Engineer

PacifiCare Health Systems-Cypress, CA

May 2001 to November 2001

- Home Based testing of Parkstone software & hardware after buyout from Pacificare Health of Cypress.
- Extensive testing of Parkstone/Pacificare Software on Windows 98 Images and various Pocket PC Handhelds running Windows CE OS.
- Testing was performed at home-based created test lab and then travelled to client site in Cypress, California quarterly to present findings to a board of directors.
- Desktop testing procedures written and performed with Mercury Winrunner and self-created test plans.

Product Development Test Specialist/Escalation Team Manager

Parkstone-Weston, FL

January 2001 to May 2001

- Promotion to Product Development Test Specialist/Escalation Team Manager/Trainer January 2001 - May 2001.
- Created and managed software testing lab which consisted of 8 computers, all peer-peer networked with various Operating Systems.
- Tested all Software Builds from product development before released to QA.
- Created all documentation for test results and procedures then sent to QA and Help Desk.
- Performed light programming to create batch files and database files (.dbf) with the use of Visual Studio 6.0 and Visual Source safe.
- Escalation Team Manager responsibilities included researching and solving all major technical issues or bugs that the call center could not resolve, then created escalation team processes and error documentation lists.
- Software Trainer responsibilities included training entire call center for each new build and when new employees entered the team for training.
- Extensive traveling across North America to train doctors for use of ParkStone software/handhelds, only for special troubled accounts field technicians could not service.

QA Tester

Parkstone-Weston, FL

August 2000 to January 2001

- Extensive regression, black and white box testing of ParkStone software on windows 98 images and various pocket PC handhelds running Windows CE.
- "Smoke Tester" for programming department before finalizing all builds to be accepted by the QA department for front-end testing and field validation.
- All testing performed by self-created test parameters and all errors noted and changes performed with use of Microsoft Visual Studio and Visual SourceSafe.
- Light coding with C++ for patches and debugging.
- Functional testing of hardware peripherals such as various printers for Infrared data exchange from the Handheld devices.
- Motivated programmers and program managers to fix open issues to meet business required deadlines.
- Managed help desk with updates on fixes, troubleshooting parameters, and third level helpdesk support.
- Interviewed applicants for QA/Software Training positions and trained new employees on software use and architectural design of software.
- Extensive travel throughout North America to educate doctors on use of software, handhelds, and how data sharing and processing with pharmacies and hospitals. Also Persuaded current clients to accept and use different versions of software.

Help Desk Tier II

IBM-Charlotte, NC

April 1998 to July 2000

- Troubleshooting various computer-related problems for internal IBM employees (over 75,000).
- Average 52 calls a day, 5 calls per hour.
- Promotion to Team Liaison within 6 months.
- Network Printer Troubleshooting and administration with use of UNIX Telnet utility.
- Full support of Lotus Notes version 4.5.3 and R5, Netscape Communicator 4.51, Windows 95, NT, DOS, and OS/2 for IBM Thinkpad and Desktop workstations.
- Troubleshooting TCP/IP for Microsoft Network Client Services over token ring and modem connections.
- IBM VM mainframe support.

Lab Manager

Florida State University-Tallahassee, FL

June 1996 to June 1998

- Assistant to Professor, Dr. Frank Johnson, for his federally funded research program on Alzheimer's disease.
- Lab managers role was to perform surgical experimentation for research on Alzheimer's disease and the brain/behavior relationship.
- Aided in the submission of experimental data and research for the Society for Neuroscience abstract: "Neurotrophins Suppress Apoptosis Induced by Deafferentation of an Avian Motor-Cortical Region" Mar. 1
- Knowledge of short acting barbiturate such as Ketamine for use as an anesthetic on lab animals before surgery.
- Negotiated with vendor's price, delivery and manufacturing for \$1.2 million worth of surgical and lab equipment.

Education

Bachelor of Science in Forensic Psychology

Florida State University - Tallahassee, FL

January 1994 to December 1997

Dissertation credit and real-world experience:

- FDLE Tallahassee Regional Forensics Crime Laboratory - Assisted crime laboratory analyst with evidence for 8 weeks
- FSU Neuroscience Department Neural and Sensory Bird Lab - Research assistant to Dr. Frank Johnson - part-time work plus dissertation credit
- Florida State University ACNS Micro Support Group - full-time work as a computer lab monitor at each library on campus.

Skills

- DME (7 years)
- System testing (5 years)
- Salesforce (7 years)
- HTML5
- Microsoft SQL Server
- Sales (10+ years)

- SVG
- JavaScript
- Test Cases
- SRE (2 years)
- CSS
- Mercury Winrunner
- TCP/IP
- SaaS (8 years)
- Hospital experience (10+ years)
- Quality assurance (5 years)
- C++
- manual testing
- SQL
- Power BI (1 year)

Awards

mentor

February 2016

Awarded mentor status and sent to Chicago for training to mentor and train new sales professionals