

## **MICHAEL LEE MARTIN, MBA**

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**Fluent in Written & Spoken Spanish**

### **PROFESSIONAL EXPERIENCE**

- 12/2016- 9/30/18**     **AxoGen, Inc.** (NASDAQ: AXGN) *Nerve Repairs, Biologics, Regenerative Medicine*     **Austin, TX**  
***Senior Area Manager/Field Sales Trainer* Plastics, Ortho, URO, OMF/OTO/ENT, Foot & Ankle/LE**
- President's Club Winner 2017
  - Runner-Up Sales Associate of the Year: #2 out of over 80 Area Managers and Sales Representatives globally
  - 2017 Year-over-Year Revenue Growth over \$1Million and 164% to plan versus quota
  - Expanded product utilization with current surgeons, grew territory via new surgeons and accounts across the territory- including Austin, San Antonio, Corpus Christi, McAllen, Harlingen, Brownsville, & Laredo market
  - Challenged market leaders to achieve cross market consistent adoption in key accounts, developing new specialties at Level 1 Trauma & Military Accounts, and adding specialties: OMF, Breast Recon, Uro, & Pain.
  - Training & mentoring best practices for AxoGen to help standardize US new ASM clinical & strategic sales
- 9/2015- 4/2016**     **Fukuda Denshi, Inc.** (Japan-based)     **Austin, TX**  
***Texas Territory Manager- Ultrasound Start Up Sales***
- Ranked 2<sup>nd</sup> Nationally for 2015 market development success across Texas territory
  - Developed Texas accounts with Fukuda Ultrasound Systems- Texas Tech Sim Center & Memorial Hermann
  - Launched startup branch in Texas of Fukuda Denshi's Finger Ultrasound Probe.
  - Raised awareness across Texas on ultrasound advantages selling into NICU, ER, ICU, OR, and Pain Centers
- 11/2013- 11/16**     **1099 Medical Consultant- GYN, URO, GEN, COLO, C/T, Bariatrics**     **Austin, TX**
- Support select medical startups for US adoption, across Texas and nationally:
    - FloShield (6/14-9/15), Suture Ease, (1/15-1/16), Currie Medical (2/15-present)
  - Launched FloShield startup product across Central & South Texas markets into key accounts and systems
  - Drove consistent growth of access and facility utilization of 20-25% adoption across Texas accounts
  - Converted HCA Texas to primary accounts for company with facilities adopting across the state
  - Developed Austin's Texas Institute for Robotic Surgery as flagship account and case observation site
  - Attained committee approval for HCA Central & South Texas markets via KOL development
- 3/2010- 10/2013**     **Intuitive Surgical, Inc.** (NASDAQ: AXGN)     **McAllen, TX**  
**5/2012- 10/2013**     ***Clinical Sales Representative – GYN, URO, C/T, ENT, GEN, COLO Call Points***
- Ranked #7 Clinical Sales Representatives in the US in 2012 out of over 500 representatives- 115% to plan
  - Drove KOL adoption to install 3 new daVinci Robotic Systems, accounting for over \$7 million in sales
  - Improved the 3 account productivity in territory from 30 to 200 cases per quarter; driving the 2<sup>nd</sup> capital sale
  - Top 10% new program implementation launch and growth in Intuitive history first 90 days from installation
- 5/2011- 5/2012**     ***Clinical Sales Associate***     **McAllen, TX**
- Ranked #1 Clinical Sales Associate in the US in 2011 out of 50 associate representatives- 125% to plan
  - Consistently exceeded quota from 110-130% to plan in 2012 on clinical and capital side of business
  - Drove 3 strategic specialties- GYN, URO, & GEN- to insure program stability and C-suite partnership
- 3/2010- 5/2011**     ***daVinci Specialist***     **San Antonio, TX**
- Trained 10 key surgeons, increased adoption 33%, driving a new system and starting C/T & ENT programs
  - Consistent top 10% of US daVinci Specialist Team while mentoring peers and customers on best practices
- 1/2007- 8/2009**     **Integrated Medical Systems International, Inc.** (IMS)     **Birmingham, AL**  
***Senior Account Manager***
- Closed key account deals in regional territories to secure exclusive contracts managing \$15 million region
  - Secured the Dartmouth-Hitchcock Medical Center business from incumbent (entire 5 facility group)
  - Managed 6-10 sales representatives in proper direct sales techniques on high-revenue contracts
  - Volunteered to cover the number one account, University of Iowa, boosting sales 10% in 6 weeks
  - Closed exclusive agreements worth \$250,000 per year and instant revenues of \$38,500 from PM In-Service
- 2003- 2006**     **Additional Professional Experience**     **Birmingham, AL**
- 2005-2006: Project Supervisor     *TSI Contracting, Inc.*
    - Led 6 teams of 80-100 in key apartment renovation projects while developing budgets and securing future Colonial Village contracts for future company jobs leading to \$3 million increased revenues
  - 2003-2005: Sales Representative/Marketing Manager     *International Truck & Engine Corporation*
    - Won contract from Freightliner for 5 Concrete Mixers to new Key Account, Sherman Industries
    - Launched their Marketing Department & re-organized truck management system
    - Developed sales volume for 2 Birmingham Key Accounts- City of Birmingham & ALTEC Utilities

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|------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| <b>EDUCATION</b> |                                                                                                                                                                                          |                |
| 1/2007- 12/2009  | <u>University of Alabama at Birmingham</u><br><i>Masters of Business Administration, December 2009</i><br><i>Concentrations in Healthcare Management &amp; Entrepreneurship</i>          | Birmingham, AL |
| 2/2000-5/2003    | <u>University of Alabama at Birmingham</u><br><i>Bachelor of Science in General Management/Spanish Minor, 2003</i><br><u>Study Abroad Programs:</u> Granada, Spain; San Jose, Costa Rica | Birmingham, AL |

#### **ADDITIONAL QUALIFICATIONS AND PERSONAL INFORMATION**

- Certifications and Trainings
  - Anatomy -Upper Extremity, Lower Extremity, Oral & Maxillofacial, GYN, GEN, URO, ENT, C/T, Clinical Advanced Sales Training- Intuitive Surgical, Inc.; Anatomy/Clinical Coaching, Emergency Medical Technician Certification, First Aid, CPR, AED, Lifeguard, and MS Office Proficiency.
- Hobbies
  - PADI Open Water Scuba Diver License; Brazilian JiuJitsu, Aikido, Ironman Football, Soccer, Weightlifting, Swimming, Rock-climbing, Venture Capital, Mergers & Acquisitions, Startups, Cryptocurrency, and Traveling the US & Abroad
- Movie Film Productions
  - The General's Daughter- Landscape Foreman; Medic on Set
  - Ripple In The Water- Medic on Set, Associate Producer
  - Reckoning- Medic on Set; Actor- Paramedic on Camera

**Savannah, GA**