

Winslow F. Robinson, Sr.

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QUALIFICATION HIGHLIGHTS

Top producing sales professional with leadership and territory management expertise in the field of advanced medical/surgical devices. Extensive startup experience with a successful and award-winning track record in launching new and disruptive technologies into the marketplace. Skilled in managing long and complex capital equipment sales cycles with 100k+ valuations. Proficient in navigating and accelerating the hospital, VA and ASC product approval processes and maintaining a consistent record of exceeding sales objectives.

PROFESSIONAL EXPERIENCE

Transonic Systems Inc. (June 2019 – December 2023) Area Sales Manager FL/GA/Gulf Coast

Sold Transonic System interoperative blood flow meters, probes, sensors and catheters in a prescribed manner to hospitals, Dialysis clinics and VAs in a 5-state territory (FL, GA, AL, MS, LA). Facilitated sales, service, installation and training within territory. Primary call points were Cardiothoracic and Vascular Surgeons, Neurosurgeons, Nephrologists, Intensivists, Perfusionists, Radiologists, Plastic Surgeons, Transplant Surgeons, department coordinators/directors and hospital administrators.

Key Achievements:

- **Ranked #1** 2022-2023 and 2019-2020. Consistently in Top 2 Areas (of 12) - Sales and Growth.
- **Annual Awards:** 2023 Top Sales Producer, Most Capital Sales, and Territory Growth – 126% 2022 Most Capital Sales; 2021 Most Capital Sales; 2020 Top Sales Producer, Most Capital Sales, and Territory Growth – 133%.
- Turned underperforming and neglected territory into top producer within initial 6 months.
- Tripled recurring monthly revenue from 6k to 21k, by growing placement and keyed metered accounts. Simultaneously, doubled yearly sales from 450k to 910k+, during Covid pandemic.

Southern Surgical Consultants Inc. (November 2006 – April 2019) Surgical Sales Consultant

Consulted physicians and surgical staff on multiple products/services: Abbott Spine, Acumed, Amedica, AM Surgical (**Regional Sales Manager- Florida**), Anspach, Arthrocare Sports Medicine, ArthroSurface, BME, Grace Medical, OHK Medical (Hemaclear) and Tornier in Northern FL/Southern GA. Maintained full knowledge of pathologies, contra-indications, SSCI and competitor products to achieve sales goals. Conducted educational lectures and demonstrations to staff on product usability.

Key Achievements:

- Increased Northern FL/Southern GA territory sales from 400k to 1.4M+ per year (in 2 years).
- **#1 Sales Region** (2007-2018) for Acumed, Anspach and Arthrocare Sports Medicine.
- **Ranked #1** for Acumed sales 2009-2011; 2013; 2015-2016; 2018 (Avg. 650k+ annual sales).
- **Ranked #1 Nationally** 2009 in Tornier radial head sales. Managed AM Surgical distributor teams.

SUPPLEMENTAL EXPERIENCE

SpineMed - Cert Health Sciences (2005-06) Regional Sales Representative

- Managed distributors and sold spinal decompression tables within a 9-state territory (FL, GA, MS, SC, NC, AL, LA, TN, ARK) to physicians, hospitals, clinics and medical schools.

Orthopedic Nutraceuticals (2004-05) Southeastern Regional Sales Manager/ (2002-03) Account Manager

- Led 7 Account Managers in a 6-state region (AL, FL, GA, MS, NC, SC) Team Avg. 113% Quota
- 2004 **Regional Sales Manager of Year**. 2002 & 2003 **Account Manager of Year (#1 Nationally)**

EDUCATION Florida State University Bachelor of Science – Economics