

DANIEL W. HALEY, JR.

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SUMMARY

Energetic, highly motivated, and driven professional offering broad-based and progressive experience in pharmaceutical and medical sales, account administration, and business development. Demonstrates superior clinical selling skills complemented with innovativeness in spearheading change and improvements within an ongoing scope of work. Possesses a strong capacity to build and maintain relationships with significant customers in the territory to enhance company and product loyalty. Exemplifies persuasive business communication skills and the ability to exercise good business judgment in identifying, analyzing, and addressing territory opportunities and in building key customer relationships that increase territory productivity.

EXPERIENCE

ENCORE DERMATOLOGY

2016-2017

Professional Sales Representative

Responsible for the sales/service function for central/eastern North Carolina and eastern South Carolina.

- Achieved high growth performance for 3 main products (48th to 6th rank/50 representatives)

MERZ NORTH AMERICA

1991-2015

Key Account Manager/Territory Business Manager

2015

Sales and Account management in vacant and/or underperforming territories nationally in addition to managing a local territory (Southern Va., Central, N.C.). Responsibilities included analytics, logistics, and complete situational analysis developing and implementing actions to increase positive or reverse negative sales trends. Field liaison to medical providers for customer service/trade issues generated from the Merz customer call center.

- Achieved consistent positive sales results and implemented more effective customer service protocols.
- Territorial sales increases for vacant territories up 6-18% over prior months following my interaction.
- Local territory growth for 2015 was 151% of sales goal.

Department of Defense NAM - (Dermatology, Neurology, and Ophthalmology)

2009 - 2014

Initiated, managed, and fully implemented all aspects of the Department of Defense field sales and service function on a national level.

- Attained record sales growth of Dermatology, Neurology, and Ophthalmology products within the Military Treatment Facility system.
- Orchestrated formulary wins in 23 target MTF locations nationwide increasing sales from <150 units to >20,000 units per quarter.

Institutional Sales Representative (Mid-Atlantic District)

2007 - 2009

Responsible for record sales growth within the district for Institutional sales targets. These targets included Dermatology Residency programs, Veterans Administration hospitals/clinics, and Military Treatment Facilities. Also responsible for monitoring various Managed Markets functions within the region.

- Received the Sales Leadership Award winner (2009) for developing a formulary proposal protocol for Department of Defense accounts and then achieving successful implementation.
- Leading district in Veterans Administration and Military Treatment Facility sales among the 4 districts nationally (2009).
- Increased product volume consistently within the Dermatology residency programs at Duke University, East Carolina University, University of North Carolina, Wake Forest University, University of Virginia, Eastern Virginia Medical School, Virginia Commonwealth University, Medical University of South Carolina, Medical College of Georgia, and Emory University.

Sales Training Manager

2004 – 2007

Overhauled the sales training function at Merz. This included implementing a more comprehensive protocol focusing on a mix of needs based, conversational, emotional intelligence, and clinical selling skills. Managed all aspects of the initial home study application, home office class instruction, and follow up field observation visits with new Territory Business Managers.

- President's Club at-large selection for improvements and results achieved (2004, 2005, 2006)

Territory Business Manager

1991 - 2003

Responsible for the sales/service function for central North Carolina in the specialties of Orthopedics, Podiatry, OBGYN, and Dermatology. Consistently grew sales volume and qualified for President's Club/President's Circle every year eligible.

PROFESSIONAL ACHIEVEMENTS/RECOGNITION

- President's Club award winner (1994, 1996, 1997, 2001, 2004, 2005, 2006, 2009, 2010)
- President's Circle award winner (1992, 1993, 1995, 1998, 1999, 2000, 2002, 2003)
- Sales Leadership Award winner (2009) *Awarded to the employee within the sales organization who made the most significant impact in overall business leadership.

EDUCATION

University of North Carolina at Chapel Hill

- BA Degree - double major in history and political science - minor in business administration
- Post-Graduate MBA studies at UNC-Greensboro

COMMUNITY LEADERSHIP

- Member - Greensboro Rotary Club
- Member - Greensboro Sports Council
- Assistant Scoutmaster-Boy Scout Troop 216
- Eagle Scout with Gold Palm
- Holy Trinity Episcopal Church – Usher Team Leader