

# GARY GOLTZ

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## BUSINESS DEVELOPMENT CONSULTANT • PROVEN SALES STRATEGIST

A results centered entrepreneurial professional offering multi-million-dollar customer acquisition strategies, high value account growth and in-depth knowledge of multiple verticals and products. Seasoned in cultivating relationships with C-Level executives in group purchasing organizations, home healthcare providers, hospital systems, malpractice insurers, medical groups, payers, retail pharmacy chains, and more. Natural communicator, influential presenter, expert on customer service, and highly effective team builder known for his innovative methods and improving ROI.

### IMMEDIATE VALUE OFFERED:

- Reputation as a key account elephant hunter with a strong work ethic, high energy level and consistent commitment to corporate success with both outstanding fundraising as well as closing skills.
- Subject matter expertise in biomedical devices, corporate compliance, disease management, enterprise software solutions, home healthcare, radiology, revenue cycle management, and many other verticals.
- Skilled in prospecting, building value, multiplying revenue streams, maximizing untapped territories, quickly assimilating products, working with SaaS and CRM systems.
- Passionate in leveraging a one-of-a-kind persistence and determination to never quit until long-term sales agreements, strategic alliances and high yielding partnerships are closed.

Customer Acquisition Process Mapping • Contract Negotiations • Cross Functional Team Management • CRM Savvy M&As • Coaching • Motivation Speaking • Territory Development • C-Level/Hospital/Physician Relations • Prospecting Lead Generation • Forecasting • Needs Assessment • High Impact Presentations • Pre/Post Sales Support • Upselling Trade Shows • Product Launch • Competitive Analysis • Win-Win Negotiations • Data Analytics • Consultative Sales Compliance • Value Proposition • Primary/Specialty Markets • Sales Lifecycle Action Planning • Proactive P&L Solutions

### PROFESSIONAL EXPERIENCE

#### PRINCIPAL, GOLTZ BUSINESS DEVELOPMENT GROUP, Upland, CA • 1995 – Present

Leveraged over two decades of proactive hands-on business experience, profit maximization, national sales training program creating/implementation, multi-partner mergers and setting sales records to serve as a consultant for a diverse range of firms (well established to new startup). Interviewed client decision makers and key personnel to rapidly understand company needs, analyze competitive market and devise multiple strategies to successfully attain objectives. Cold called, prospected and set appointments to lead high impact presentations to relevant leadership, clearly demonstrating the value of a merger, acquisition, product/service development, pricing strategy and any element that would be of benefit.

Learned continuously new selling and communication skills, capturing targeted accounts, limiting competition and maximizing bottom-line profitability for clientele. Supported identification of optimal territories, advising on cost/benefit and tactics to best exploit opportunities. Garnered relevant sales data to produce clear, concise reports, forecasts and territory analysis for upper level management. Championed expert launch of new products and services, Learned quickly the most up-to-date information on technical, scientific, product and disease management data to implement into presentations.

#### REPRESENTATIVE CLIENT LIST:

##### AIR LIQUIDE

- Closed two contracts for troubled division worth \$1Mil in annual revenue leading to a successful sale to Lincare.

##### BECTON DICKINSON

- Collaborated with internal decision makers to develop/execute a successful home healthcare product strategy.

##### CORAM (CVS)

- Ensured continuation of an \$880K annual contract acting as the liaison with a key account threatening to leave.

##### CPS PHARMACY SERVICES

- Closed several new hospital pharmacy management contracts worth \$500K per year.

Continued...

## DAVITA

- Brought in by CEO to work with executive team on a strategy to close a multi-million dollar national HMO contract.

## ECKERT & ZIEGLER ISOTOPES

- Troubleshoot operations to identify a sales leadership problem for the worldwide leader in this industry.

## FACIS (VERISYS)

- Rocketed sales from \$1.5M to \$4M through negotiating contracts with multiple Fortune 500 industry leaders in the hospital, retail pharmacy, and medical malpractice sectors for their sanction database.
- Recruited and trained a national sales team to maximize new revenue opportunities.

## IMAGYN MEDICAL (CR BARD)

- Served as a consultant to better position the company for a potential sale or merger.
- Closed multiple \$250K annual contracts with several hospital systems.
- Identified ideal GPOs to partner with which aided in the company's sale to C.R. Bard.

## PEOPLE G2

- Identified potential large scale clients requiring human capital intelligence services, leading negotiations to a successful capture of a hospital system with a potential yield of \$200K+ in revenue per year.

## SELECT DATA

- Researched the acute care home health agency market to define several growth strategies.

## ADDITIONAL EXPERIENCE (PRIOR TO 1995)

### SENIOR VICE PRESIDENT, Curaflex Health Services (now Coram CVS), Rancho Cucamonga, CA

- Closed multiple national VIP accounts worth \$3M+, helping position company to lead a 4-way merger to eventually become Coram – the home infusion therapy industry leader which today is a division of CVS Caremark.

### FOUNDER & PRESIDENT, Comprehensive Pharmacy Home I.V. Services, Ontario, CA

- Built from the ground up – to an eventual sale to Curaflex for a record 7.5 x earnings.
- Spearheaded a highly disruptive pricing strategy, targeting HMOs years ahead of the competition.
- Negotiated 12 HMO agreements, resulting in a major acquisition bidding war by all industry leaders.

### VICE PRESIDENT, Foster Medical Corporation (now Apria), Conshohocken, PA

- Promoted to VP role upon acquisition rocketing the Chicago region from \$1.8M to \$15M.
- Supported the eventual merger to become Apria – the home medical equipment industry leader.

## EDUCATION

- **Master of Business Administration ~ President/Key Executive Program, Honors**  
Pepperdine University, Malibu, CA
- **Bachelor of Arts ~ Rhetoric & Communications, Cum Laude**  
University of Pittsburgh, Pittsburgh, PA
- **Black Belt ~ Kodokan Judo, 8<sup>th</sup> Dan (Degree)**

## AWARDS / RECOGNITION

- Mayor's Certificate of Tribute, Recipient, City of Los Angeles, 2000
- Community Service Award, Honoree, Chaffey Joint Union School District, 1996
- Ernst & Young, Los Angeles Entrepreneur of the Year Nominee, 1995

## BUSINESS / PERSONAL REFERENCES

- Ability to provide an extensive list of references from senior executives