

Mary Gayle Leonard

661 Queens Ridge Road ▪ Danville, Kentucky 40422
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An accomplished and detail-oriented healthcare sales professional with 20+ years of experience eager to apply dynamic capabilities in Healthcare Sales Arena where proven ability in persuasive communications and determined focus on success and achievement will play vital role in increasing revenue and market share.

AREAS OF EXPERTISE

- Market Penetration and Business Development
- Sales Strategic Planning and Marketing
- Account Development and Retention
- Budget Planning and Control
- Leadership and Team Building
- Client Needs Assessment
- Relationship Management
- Outstanding Customer Relations

RELATED EXPERIENCE

Converge Corporation, Cincinnati, OH

Director, Health Care Business Development

2007-Present

- Establish premier new logo accounts in Business to Business and Business to Consumer healthcare vertical by selling full-service Business Process Outsourcing in the Customer Care market. Complementary product and service offerings include analytical and operational consulting services, learning solutions, and multi-channel technology solutions.
- Develop strategic customer accounts and net new business sales in the Southeastern states including KY, WV, NJ, MD, DC, VA, NC, SC, TN, GA, AR, MS, AL, and FL.
- Aggressive prospecting and qualification of new opportunities in order to launch start-up healthcare vertical and establish market share.
- Initiate and execute pursuit strategy and maintain management of resources within a complex, multi-disciplinary sales environment.
- Pivotal role in identification and recommendation of healthcare target accounts and marketing initiatives.
- Assist with design and implementation of prospecting campaign within third party marketing partner.

Key Accomplishments:

- Successfully secured two new logo accounts within the first 7 months of employment
- Productively developed sales funnel in excess of \$67 million

Siemens Medical Solutions, Malvern, PA ▪ 1987-2006

Senior Account Executive

2003-2006

- Identify client needs, develop project scope and execute contract for all professional services including implementation and value-add services such as process reengineering, learning solutions, and transformation.
- Managed all professional services-related sales activities within matrix-structured team of customer and new business account executives and product sales experts.
- Directed customer and net new business professional services sales opportunities throughout the Mid-Atlantic and Southeastern states
- Supervised customer project management including project governance, initiation of order fulfillment process, deployment of project resources, and project kick-off
- Administered indirect management of numerous project managers and multi-disciplinary project teams
- Maintained customer satisfaction specifically on delivery of professional services

Key Accomplishments:

- Effectively sold in excess of \$15 million in professional services during brief tenure in position
- Implemented strategic executive relationships with key customers in Kentucky and Tennessee
- Established multi-million dollar professional services contract with at-risk customer and protected \$6.5 million multi-year revenue stream
- Sold \$7 million professional services for “early adopter” contracts of new products

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EARLIER CAREER

Siemens Medical Solutions, Malvern, PA ▪ 1987-2006

Partnership Executive

1998-2003

Senior Sales Representative

1987-1998

Marketing Assistant and Sales Representative

1980-1987

EDUCATION AND TRAINING

- Selected Coursework in Business and Marketing, Akron University, Akron, OH
- Strategic Selling and Large Account Management Program, Miller Heiman
- Counselor Selling, Wilson Learning

AWARDS AND RECOGNITION

- Regional Sales Manager of the Year (Winners Circle - Top 5%), 2002
- Partnership Executive of the Year (Winners Circle - Top 5%), 2000
- Account Executive of the Year, 1998 and 1997
- Ambulatory Sales Representative of the Year, 1991, 1992 and 1995
- Sales 100% Club, 1991, 1992, 1995, 1997, 1998, 2000, 2002

AFFILIATIONS

- **Member**, Society of Consumer Affairs Professionals (SOCAP)
- **Member**, HIMSS
- **Member**, HFMA (national and State of Kentucky)

COMMUNITY INVOLVEMENT

- **Fundraising Volunteer**, American Cancer Society Fundraising Committee, Danville KY , 2008
- **Board of Directors**, God's Pantry, Lexington, Kentucky, 2003 and 2004
- **Major Fundraiser and Volunteer**, American Cancer Society Relay, Lexington, KY, 1997 - 2004
- **Chairperson**, Women's Healthcare Classic for Oakwood Healthcare System, 2001 and 2002
- Secured \$500 thousand in charitable contributions for Oakwood Healthcare Foundation to benefit women's and children's healthcare initiatives in the Dearborn, Michigan community.