

# Carl Johnson, MBA, ED. D

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## Award-winning Pharmaceutical Sales Leader-For Health Start-Ups

Business Growth Expert | Top Sales Trainer | Product Launch Specialist

**Professional Summary:** Generated growth and improved patient outcomes for small Healthcare firms. Won industry recognition through sales leadership that produced five sales representative President Club members. Produced \$8.1 million in business growth as a field-based consultant. Launched seven new products at two start-up firms, leading sales nationwide for both of them.

Delivered growth and profitability by **SWOT Strengths, Opportunities, Threats Weaknesses** -based methodology.

\$8.1M Consulted Business Growth

Boosted sales 3X 300K-1M Vials

Top seller 25M of 30M market

## CORE SKILLS

Pharmaceutical Sales & Management • Payer Channels & Contracts • Portfolio Features & Benefits  
Client Field Sales & Plans • SWOT Analysis & Strategic Partnerships • Pharmacy & Medical MC accounts  
Team & Account Executive Training • Contract Execution & Rebates • Customer Journey & Pipeline Building  
AI Tools & Product-Specific Solutions • Market, Account & Client Knowledge • Writing & Presentation Skills

*Dr. Johnson's training has been some of the best in the pharmaceutical sales industry.*

*(Presidents Club winner during the Trinex™ Launch) James K. Hobart, Health System Manager, Takeda Oncology*

## CAREER PERFORMANCE HIGHLIGHTS

- **Sales Development:** Built teams to #1 in national sales for new products. Including Manager of the Year.
- **Sales Consulting:** Created over \$8.1M of business as a field consultant.
- **Product Launch:** Worked with two start-up sales divisions (Kaklon & Canphal) as a Sales Manager.

## PROFESSIONAL EXPERIENCE

HealthStart Consulting, Dallas, TX

2020-Present

*Boutique consulting firm specializing in healthcare start-ups*

### Strategy Consultant-Field Based

Consulted in a Field-based function for two small organizations, Albe Home Health LLC., and Med-Solutions, Inc. Liaisoned for two firms, AQL Health Care (FFF distributors) and the oncology market (XO Oncology). Improved sales effectiveness of territory representatives with CRM AI tools and Salesforce input note evaluations. Conducted field training and contract review.



### Steps to Success

- ✓ Field training, analysis of Domain-Driven Design (DDD) data for POS (point of sale).
- ✓ Review of contracts and oversight of all sales operations.
- ✓ CRM (customer relationship management) reports.

- Performed a vital role in helping to close three successful partnership agreements for Med-Solutions, Inc. Delivered over \$8.1M of business. Identified **company strengths and opportunities**.
- Conducted sales coaching and SWOT analysis for Able Health Care and XO Oncology, resulting in market penetration and formulary status in the hospitals

Kaklon Oncology, Waterfield, NY

2015-2020

*U.S. Biopharmaceutical Company specializing in neurodegenerative diseases*

**Northeastern Regional Sales Manager**

Headed start-up oncology division hiring and training for field sales in the northwest area, including using CRM systems. Launched Trinex™ for CLL and NHL patients. Conducted field ride reports, using Bloom’s Taxonomy training. Budgeted expense and program reports, including employee oversight. Performed regional budget reviews, complying with FDA regulations. Worked in a cross-functional role with department heads implementing sales strategies.



- Produced four profitable product launches, one of which sold 1M vials, the other three (Lacerox™, Gentro™, Duract™ having 70% of the market share. Due to a **strategic SWOT analysis**.
- Successfully launched Trinex™ and increased unit vial sales threefold from launch in 2016 to 1M vials by 2019. #1 nationwide, earning industry recognition. Producing 3 Presidents Club representatives.
- Increased Trinex™ profitability from 10% 2016, 15% 2017, 20% 2018 to 30% 2019, due to more efficient/targeted sales and marketing spend.
- Awarded Manager of the Year, due to business results.



Canphal, Williamsport, VA

2012-2015

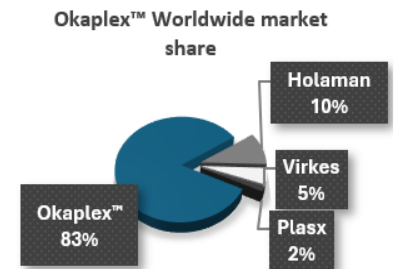
*German-based company specializing in the safe and optimal use of plasma*

**Area Business Manager**

Directed Northeastern Regional Sales for a start-up biopharmaceutical company. Hired and trained a new sales force for the Midwest and East Coast in the Intravenous Immunoglobulin (IVIG) disease area. Provided field coaching and training support for the sales representatives in the hospitals, home health care industry, and physician offices, implementing PMP management. Hired and trained a new sales force for the Okaplex™ new product launch. Won numerous Presidents Club awards, with two representatives winning multiple awards. Fixed using **SWOT marketing and product communications weaknesses**.



- Led worldwide sales of Okaplex™, which accounted for \$25M of a \$30M market, in Q2 of 2013. Established comprehensive product education for medical professionals.
- Surpassed other leading firms with a worldwide market share of 83 percent , with Holaman at 10%, Virkes at 5%, and Plasx at 2%. Conducted effective target marketing and, after initial sales service, sustained this share Y13-Y15.
- 70% of the national sales of launched (IVIG) products, Ransep™ and Lastel™ serving specialized patients.



**PHARMACEUTICAL INDUSTRY EXPERIENCE**

Oncology • Hematology • Pain Management • Rheumatology • Psychiatric • Injectable Products • Neurology • Immunology, Gastroenterology • Cardiology • Hospital Sales • Home Health.

**EDUCATION**

Ed. D., Southeastern Florida University, Miami, FL

Dissertation: Researched two pharmaceutical organizational sales training programs

MBA, Louis University, San Antonio, TX

B.A, Northeastern University, Dallas, TX