**Katharine Malinowski**

**Sun City Center, FL 33573**

**(973) 600 - 2908**

**katharinemalinowski@yahoo.com**

**SUMMARY OF QUALIFICATIONS:**

Accomplished Sales Representative with extensive experience in the medical device and medical technology sectors. Expert in guiding clients through complex sales processes, leveraging strong communication and presentation skills. Proven leader with the ability to build and maintain robust relationships with both employees and clients. Self-motivated, detail-oriented, and equally effective working independently or in collaborative team environments. Skilled in B2B cold calling, pioneering new territories, and securing new business opportunities. Exceptional closing abilities with a track record of consistently meeting and exceeding sales quotas. Highly effective at educating professionals, peers, and technical support teams to drive product adoption and success within accounts. Brings continuous career experience in engaging with professionals and C-suite executives, facilitating high-level decision-making processes and delivering tailored solutions. Possesses strong knowledge of P&L management, budgeting, inventory cycling, par level optimization, and demand forecasting. Demonstrates advanced analytical and problem-solving skills to support data-driven decision-making and operational efficiency.

**PROFESSIONAL EXPERIENCE:**

**February 24- Current – Account Executive, Real Floors, Tampa**

***Flooring Installation Distributor (Salary plus Commission)***

* Spearhead B2B sales and account management within the multi-family and commercial property sector, specializing in flooring product and installation services including carpet, carpet tile, LVP, LVT, sheet vinyl, turf, and rubber/sport flooring.
* Successfully onboarded 24 new customers in under one year, contributing to a $3M+ territory growth while increasing existing customer revenue by a minimum of 10% per account.
* Utilize Measure Mobile to develop accurate, customized floor plans and proposals, streamlining the sales cycle and improving customer satisfaction.
* Conduct effective product demonstrations and deliver tailored recommendations to support client needs and long-term partnerships.
* Collaborate closely with operations for quality assurance, including job site inspections and proactive issue resolution.
* Maintain a professional, organized showroom environment to enhance client engagement and product experience.
* Grew territory by $3M within the first year through strategic prospecting and relationship-building.
* Increased client retention and upsell success by consistently identifying expansion opportunities within existing accounts.

**Sept 23- February 24 – Account Executive, Affinity Sales Broker, Tampa/Orlando/Naples/Jacksonville/West Palm Beach**

***Wholesale Foodservice Broker (Salary plus Bonus)***

* Spearheaded sales growth for multiple assigned manufacturer brands by actively prospecting, generating leads, and strategically influencing key decision-makers within foodservice establishments.
* Drove the expansion of both new and existing product lines by collaborating closely with procurement departments and sales teams to align offerings with market demand and maximize execution impact.
* Achieved measurable results within four months, increasing line growth for four separate manufacturers.
* Successfully added eight new stocked product lines across various distribution centers, enhancing product availability and market penetration.
* Secured 25,000 incremental cases in new sales at the operator level through targeted engagement and solution-based selling strategies.

**May 23 – Sept 23 Territory Manager: SIN360, Florida**

***Dental Implant Manufacturer* (Salary plus Bonus/Commission)**

* Led consultative sales efforts by effectively communicating the value of a model-less, fully digital full-arch workflow, driving system-wide adoption of disruptive healthcare technologies such as photogrammetry and 3D printing.
* Built and expanded customer relationships through in-person B2B sales calls, targeting both new prospects and existing accounts.
* Applied strategic business development practices and sales planning to grow customer base and maximize account value.
* Consistently exceeded sales targets, achieving 105% of quota across capital equipment and biologics product lines.
* Managed national accounts with a focus on contract compliance, rebate tracking, margin improvement, and conducting regular business reviews to ensure alignment and profitability.
* Maintained accurate and timely documentation of sales activities using Salesforce CRM demonstrated strong administrative efficiency with expense reporting and related tasks.
* Served as a key resource to customers, providing in-depth product knowledge, continuing education support, and program guidance.
* Skilled in iOS platforms, capital equipment sales, photogrammetry, and 3D printing technologies, with a strong track record of delivering impactful product demonstrations.

**Sept 22 – May 23 District Sales Manager: Neoss, Florida Central and West Coast**

***Dental Implant Manufacturer* (Salary plus Bonus/Commission)**

* Led and mentored the sales team in all aspects of account management, strategic sales planning, consultative selling, upselling, order entry, collections, and sales penetration, driving overall team performance and growth.
* Oversaw budget management, CRM utilization (Power BI, Google Suite, HubSpot), KPI tracking, expense reporting, and employee performance reviews to ensure operational efficiency and goal alignment.
* Consistently achieved 100% of both monthly sales targets and quarterly strategic objectives through data-driven planning and effective execution.
* Organized and facilitated monthly educational sessions to enhance the effectiveness of healthcare personnel and clinical technicians, improving product knowledge and sales outcomes.
* Acted as a subject matter expert on implants and biologics, providing ongoing program support, sales training, and product guidance to both internal teams and clients.

**Relocated to Tampa Florida**

**Feb 21 – May 22 Territory Sales Manager: Neodent, Northern NJ**

***Global Provider of Dental Implants* (Salary plus Bonus/Commission)**

* Surpassed monthly sales goals by 191% immediately post-guarantee through consistent face-to-face B2B sales efforts.
* Only district representative to successfully sell diagnostic software three times, demonstrating product expertise and strong consultative selling skills.
* Exceeded capital equipment sales quota by 150% within the first nine months.
* Achieved 179% of annual sales quota in 2021 and outperformed 2022 sales plan with 248% to date.
* Outperformed new customer acquisition targets by 125%, contributing to significant territory growth.
* Successfully onboarded two new Dental Service Organizations (DSOs), including contract and BID negotiation with structured growth incentive agreements.
* Maintained accurate CRM records (Salesforce) and managed administrative responsibilities such as expense reporting with efficiency and attention to detail.
* Specialized in selling implants, capital equipment, guided bone regeneration (GBR), and biologics.

**Aug 20 – Feb 21 Territory Sales Manager: PFG/Roma, Northern NJ**

***National Wholesale Foodservice Distributor* (100% Commission)**

* Increased sales in existing accounts by 15% within three months
* On boarded 6 new customers in 2 months
* Achieved 100% of sales quota

**Covid**

**Mar 16 – Mar 20 Territory Sales Manager: Driscoll Foods, Wayne, NJ**

***Regional Wholesale and Retail Food Distributor.* (100% Commission)**

**Northern NJ, New York City, Long Island, NY**

* Generated over $9.5M in total career revenue through strategic territory development, B2B sales, and account management across diverse verticals including hospitals, schools, hotels, stadiums, and restaurants.
* Prospected and managed local and national accounts, developing strong relationships with C-suite executives and key decision-makers to drive long-term business growth.
* Led contract negotiation and compliance efforts for national accounts, ensuring rebate adherence, profitability in low-margin contracts, and successful BID development and execution.
* Managed and grew local chain accounts through relationship-building, business development initiatives, and tailored growth strategies.
* Designed and executed growth incentive programs to increase account performance and product adoption.
* Oversaw a team of three inside sales representatives, providing direction and contributing to territory strategy and performance.
* Recognized as a top performer: Three-time Million Dollar Club Award winner and Rookie of the Year recipient.
* Opened 43+ new accounts by pioneering a previously undeveloped territory through targeted face-to-face sales calls.
* Consistently exceeded targets with an average annual sales quota attainment of 158%, including 180% to goal in 2019.
* On track to exceed 2020 sales quota by 300%, including capital equipment sales.

**Sept 13 – Mar 16 Territory Sales Manager: Sysco Foods, Inc., Manhattan, NYC**

***International Foodservice Distributor.* (100% Commission)**

* Graduated as Valedictorian of the Challenger Sales training program, mastering a consultative approach to B2B sales and driving impactful client engagements.
* Consistently achieved 100% of sales quotas, including capital equipment sales, through effective sales strategies and relationship-building.
* Opened over 43 new accounts through targeted cold calling and face-to-face B2B sales, significantly expanding territory and client base.
* Conducted in-depth research on product availability, procurement options, and negotiated landed costs with FOB, ensuring cost-effective solutions for clients.
* Generated $4M in total revenue through strategic sales and client development.
* Successfully secured 15 competitive conversions, demonstrating the ability to win business in a highly competitive market.
* Proficient in Salesforce 360 and Microsoft Office Suite, utilizing these tools to manage accounts, track performance, and streamline sales processes.

**Sept 12 - Mar 13 Inside Sales / Operations Sales Support*:* US Foods, Inc., Perth Amboy, NJ**

***National Foodservice Distributor* (Hourly)**

Field calls from outside sales into the warehouse to identify delivery ETA, product shortages, slot checks, and quality assurance. Assist in management of outside sales routes, place special orders, issue appropriate credit, negotiate pricing, and order entry.

**Aug 08-Sept 12 – Assistant Clinical Manager/ Surgical Coordinator and Lead Surgical Assistant: Advanced Dermatology, LLC**

***Dermatology practice with Mohs Surgery and Cosmetic Surgery***

* Managed surgical scheduling, precertification, staff scheduling, and performance reviews to ensure smooth daily operations and high team efficiency.
* Assisted in a wide range of procedures, including Mohs micrographic surgery, surgical excisions, blepharoplasty, minor cosmetic surgery, and laser surgery.
* Conducted lab monitoring for biologics, ensuring quality control and adherence to safety standards.
* Gained extensive experience in wound care, including tunneling and undermining, to promote optimal healing and recovery.
* Provided comprehensive assistance and in-depth knowledge of dermal fillers and Botox, including their applications and indications, to ensure effective patient outcomes.

**EDUCATION:**

**Apr 19 MBA Supply Chain Management and Business Intelligence**

***Capella University***

**Dec 13 BS Psychology of Business and Industry, Minor in Biology;**

***William Paterson University***

**PROFESSIONAL DEVELOPMENT**

* Financial management, theories and techniques
* Financial and managerial accounting and cost accounting
* Effective marketing strategies including brand design and management
* Process based management, strategic management, and operational management
* Foundations of supply chain management, customer relationship management
* Effective logistics systems, effective global sourcing, and knowledge management systems
* Currently pursuing Lean Six Sigma Certification