

JORDAN ABRAHAM, MBA

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Senior Program Manager — Healthcare & Medical Products

Accomplished manager with 10 years of demonstrated expertise driving complex cross-functional programs and product development initiatives for a diverse range of medical-related product lines. Expertise includes:

Cross-Functional Program Management | Program Design | Account Management | Sales & Marketing Strategy | Requirements Definition | Vendor & KOL Relationship Management | Team Leadership | Influencing & Communications | Contract Negotiations & Pricing | CRM & BI Tool Usage | Stakeholder Management | Go-To-Market Planning | Marketing Automation | Product Education & Collateral | Resource Allocation | Forecasting, Reporting & Analytics

EMPLOYMENT HISTORY & HIGHLIGHTS

Senior Manager, Multisite Practice Marketing Team | MEDMASTERS

Mar 2019 - Present

- **Recruited to provide strategic marketing leadership** for this innovative medical software and technology firm, targeting sales growth within group private practices, community health centers, hospitals, and medical institutions
- **Revitalized medical and dental contract programs**, adjusting terms in ways that drove a 42% increase in new business within a single year; additionally hold ownership of key strategic vendor, KOL, and partner relationships
- **Provide upstream roadmap development and leadership** to maximize downstream commercialization for the company's product and service portfolio; exceeded all targeted quarterly KPIs within first year of hire

Global Product / Brand Manager I & II | DENT-RITE PRODUCTS

Aug 2014 - Mar 2019

- **Launched over 15 new products and performed global strategic product and brand lifecycle management** for this top dental/medical device manufacturer—handling all brand P&L, positioning, pricing, and forecasting
- **Exceeded all assigned annual revenue targets**, increasing revenue by as much as 37% in certain product categories and improving margins by as much 12% in a single year
- **Cultivated and managed high-profile vendor, partner, and KOL partner relationships** to drive new product ideation, education, and awareness—resulting in product line growth that outpaced industry segment averages
- **Created business plans, opportunity assessments, and market/competitive analyses** for upper management
- **Produced an extensive range of sales/marketing content**, as well as white papers and technical memos
- **Received Brand Manager of the Year honors** in 2018 for contributions to the company and P&L/KPI attainment

Product Manager, Marketing | GAMMA RAY POOL SYSTEMS

Apr 2012 - Apr 2013

- **Recruited to drive marketing, merchandising, and PR efforts** for three new consumer product lines, authoring a new customer relationship sales strategy that increased new business by 5% within the first six months
- **Analyzed all corporate marketing systems and product lines** upon initial hire, initiating marketing automation and SKU rationalization steps that increased operational efficiency by 29% over a four-month span

Associate Product Manager / Marketing Associate | GD CLINICAL SYSTEMS

Sep 2009 - Apr 2012

- **Developed product positioning, pricing, targeting, and adoption strategies** for the company's \$250M PICC medical device segment, targeting clinicians in the interventional radiology, critical care, and vascular access areas
- **Launched three new products**, including a \$22M critical driver platform for the custom segment that included 300+ products and services—and that was released ahead of schedule and exceeded quarterly KPIs within two quarters
- **Conducted extensive pre-market and post-market research** (including 1:1 interviews, focus groups, blinded, and intercept surveys) and presented opportunity assessments and competitive analyses to the management team
- **Trained sales reps and clinical specialists** at biannual national sales meetings, in addition to managing/influencing cross-functional peers in the areas of Sales, R&D, Customer Service, Regulatory Compliance, Operations, and IT
- **Led rollout of a new SaaS marketing automation platform and order management app** to arm the sales force with improved product knowledge and RFQ/contract handling capabilities—increasing product awareness by 40%
- **Created/placed journal, tradeshow, and website ads**—in addition to generating extensive marketing collateral including web content, print materials, videos, webinars, technical memos, and product education materials
- **Generated three successful advertising campaigns** which increased market share in the extremely mature and competitive critical care segment by 3%—in addition to boosting sales force awareness by 65% in a single year

EDUCATION & ADDITIONAL INFORMATION

MBA, Marketing & Management Concentration | CASCADE UNIVERSITY (2009)

BA in Liberal Arts (*Full Tuition Scholarship & Presidential Academic Fitness Award*) | UNIVERSITY OF NEVADA (2000)

Attendee, Healthcare/Medical/Hospital Marketing Summit | JOHNS HOPKINS (2019)

AMA Certification | UNIVERSITY OF FLORIDA, ADVANCED SCHOOL OF MARKETING RESEARCH (2017)