

Priya Puri

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Global Marketing Manager

Healthcare / Operations Management / Strategic Planning

Diverse background of entrepreneurial success, personnel management and product line management with a 13-year record of consistent achievement while delivering leadership in highly competitive markets. Tenacious in building new business, thought leader who drives change, and known for depth of relationships with external business partners and customers. Strategist for the development of new markets in order to create critical diversification of revenue portfolio. Experience in operations (P&L) with a remarkable track record of growth, through dedicated customer service in healthcare.

Experience

Sr. Marketing Manager

Spectrum Plastics Group, Salt Lake City, UT – www.kelpacmedical.com – 6/16/2016 – Present

Selected Achievements:

- ◆ Manage a team of 5 marketers that implement marketing strategy
- ◆ Assess worldwide market opportunities and provide prioritization list to drive global growth strategy
- ◆ Develop and implement strategic marketing plan to drive 3x funnel growth and 20% revenue increase
- ◆ Develop and implement key accounts strategy to drive an increase in sales and engagement with top 50 customers. To date average revenue has increased 8% per account
- ◆ Develop and align messaging, positioning, marketing campaigns, presentations, and web presence to ensure brand success
- ◆ Develop and implement product training division wide

Global Marketing Manager

Fujifilm SonoSite, Bothell, WA – www.sonosite.com – 3/2014 – 5/2016

Selected Achievements:

- ◆ Managed a team of 3 marketers that executed tactical product launch activities with support from other functions within marketing and product management
- ◆ Assessed worldwide market opportunities and provided prioritization list to drive global launch plans
- ◆ Prepared launch and marketing strategies for GPO and VA markets
- ◆ Worked with product management, marketing communications, user experience design team, clinical sector leaders and sales management to develop go-to-market strategies and execute to deliver revenue, profit, and acceleration of demand: includes messaging, sales programs, educational offerings, input for web development, marketing materials, collaborative marketing partnerships
- ◆ Captured insights that shape future product definition

Product Marketing Manager

Helix Medical, Carpinteria, CA – www.helixmedical.com – 3/2012 – 10/2013

Selected Achievements:

- ◆ Managed a team of 6 marketers that administered and implemented marketing programs resulting in 14% increase in sales
- ◆ Drove new business of more than \$3M through the development of training materials for Customer Service and international distributors to enhance product knowledge and through cross-selling opportunities
- ◆ Expanded market segments to include Military hospitals, VA hospitals, First Responders, Urgent Care Facilities, and ER Departments

- ◆ Managed existing product line life cycles and support strategic planning, conduct market research, and product launch activities to ensure profitable growth and increased customer satisfaction

Consultant – Sr. Marketing Subject Matter Expert

Thomson Reuters, Santa Barbara, CA – www.thomsonreuters.com – 2011

Selected Achievements:

- ◆ Conducted extensive research and consulted on reviews in order to build the documentation for delivery of a highly sensitive multi-million dollar Medicare study
- ◆ Rewrote hospital protocols for all hospital Medicare and VA pilot sites

Director of Strategic Marketing

Recruiting Point, Seattle, WA – www.recruitingpoint.com – 2008-2010

Selected Achievements:

- ◆ Oversaw and managed the coordination and implementation of strategic programs for more than 120 personnel in 20 different offices nationally
- ◆ Provided the strategic, financial, and logistical analysis and counsel to 14 senior managers regarding national recruiting programs

Senior Managing Director

OrthoSys, Seattle, WA – 2006-2008

Selected Achievements:

- ◆ Managed production team to create business plans, support strategies, profitability targets, product objectives, and strategy for 20 new product lines
- ◆ Worked with marketing team to develop long-term marketing strategies through new products and marketing initiatives. Led the launch of our e-commerce web-based marketing campaign
- ◆ Created an integrated launch program for products including product direction, marketing plans, store operation, and supply chain which resulted in
 - Increased sales by 33% and average gross profit margin by 60% per year
 - Improved inventory rotation from 40% to 70%
- ◆ Secured distribution rights from top domestic and international medical technology vendors

Director of Sales and Marketing

OrthoSys, Seattle, WA – 2004-2006

Selected Achievements:

- ◆ Trained, managed, and mentored 35 sales representatives to present all product lines to target markets, resulting in 150% growth and achievement of quotas for three years in a row
- ◆ Developed referral base of 300+ doctors and nurses within 2 years and built a close working relationships with chief physicians of the Seahawks (NFL), Mariners (MLB), Sonics (NBA), and Storm (WBA)

Education

University of Massachusetts, Amherst - Business with a focus in Marketing

Proficiencies

QuickBooks, SAP, Oracle, Salesforce, Pardot, Advanced Microsoft Excel

HIPAA Trained and Certified

Fluent in English, Hindi, and Punjabi