

# Alex F. Taylor, MBA

298 Buckhead Ave. NE #502 | Atlanta, GA 30305  
(864) 653-0961 | taylor.alex@gmail.com  
<https://www.linkedin.com/in/alexftaylor>



## Education

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CLEMSON UNIVERSITY | **M.B.A. Business Administration** DEC. 2015  
MARSHALL UNIVERSITY | **B.S. Kinesiology**      **Minor: Psychology**      MAY 2014

## Experience

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INSULET CORPORATION | **Territory Manager** NOV. 2019 – PRESENT

- Stimulates sales growth within strategic accounts, while also identifying, cultivating, and closing new business
- Implements challenger selling tactics to generate buy in across multiple sub-therapeutic areas
- Partners with healthcare clients to navigate managed care markets, including Commercial and Medicare
- Develops individualized sales and channel strategies based on crucial factors of existing and potential clients
- Pilots field outreach programs and presents findings to C-suite, marketing, and the national sales team
- Improves reimbursement access by generating client advocacy and partnering with market access associates

### **Achievements**

- o National Meeting Expert Panelist (Strategic Payer Targeting and Outreach Program Execution)
- o Promoted from TM I to TM II in minimum time (2021)
- o Sales Training MVP (2020)
- o Q1 '20 – 101% (51/129)      Q2 '20 – Covid (28/129)      Q3 '20 – 118% (12/129)      Q4 '20 – 146% (9/129)

ELI LILLY AND COMPANY | **Sales Representative II** AUG. 2016 – NOV. 2019

- Consistently exceeded quarterly sales quotas for each brand in the Lilly Diabetes portfolio
- Generated new business across multiple markets through data analysis, field marketing, and virtual engagements
- Analyzed quantitative and qualitative data trends to develop fluid business plans and targeting models
- Piloted the implementation of data analysis applications and customer outreach programs
- Expanded portfolio usage within existing accounts by utilizing a consultative selling approach
- Provided ongoing field-based support to address clinical and pharmacy access inquiries

### **Achievements**

- o Platinum Performer Award Winner (2018)
- o Constructed a prospecting model utilized across the Mid-Atlantic Area, resulting in a #1 national ranking
- o Q4 '16 – 104%      2017 – 102%      2018 – 108%      2019 – 104%

CAMPUS BANNER & DESIGN | **Account Manager** DEC. 2014 – DEC. 2015

- Led a cross-functional team comprised of supply chain, marketing, and communications professionals
- Prospected new business across multiple industries (healthcare, automotive, and manufacturing)
- Conducted market research to determine sales and field marketing strategies
- Monitored the workflow process of complex projects while communicating progress with clients
- Managed the business's major accounts (annual sales > \$20,000), securing contracts in excess of \$100,000

### **Achievements**

- o Achieved 30% increase in YOY sales revenue

## Skills & Capabilities

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- Seasoned problem-solving abilities acquired through diverse professional and academic experiences
- Subject matter expert in pharmaceutical and medical device sales strategies and reimbursement
- Daily utilization of Salesforce, Tableau, Excel, IQVIA, and other data reporting applications
- Expert utilizing virtual communication platforms (Zoom, Microsoft Teams, Webex, etc.)
- Strong written and verbal communication skills, both internally and with clients
- Collaborative in team environments with project partners, clients, and executive leadership
- Rapid learning agility across clinical, technical, and business fields
- Efficient resource management pertaining to budgeting, planning, and organization