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Skills

- Sales and Marketing Expertise
- Strategic Planning
- Profit and Loss Statements
- Sales Leadership
- Project Implementation
- Operations Planning
- Staff Motivation
- Budget Administration
- Performance Management
- System Design
- Customer Relationship Development
- Performance Improvement
- Business Planning
- Financial Administration
- Inventory Control
- Policy Development
- Profit and Loss Analysis
- Performance Improvements
- Sales Reporting
- Sales Targeting
- Customer Trend Analysis
- Bid Request Management
- Operations Management
- Customer Service
- Account Management
- Brand Development
- New Hire Onboarding
- Brand Marketing
- New Business Development
- Contract Management

Education And Training

Bachelor of Science:

Biochemistry:

Indiana State University

Trent McBride

Summary

Versatile and energetic Division Manager bringing a 20-year career in the Medical Equipment field. Dynamic leader and analytical problem-solver with a keen understanding of physician and patient needs. Remarkable strength of vision with extensive experience in performance and productivity improvements. Proven success in sales by driving revenue to exceed budget every year in my Division. Strong work ethic that utilizes motivation, accountability, and teamwork to develop a healthy environment that allows employees to be successful, creative, and excited. Strong skills include but not limited to sales, sales management, operations, coaching, product launch, marketing, budget planning, training, leadership, and execution.

Experience

Lincare, Inc. (Linde/Praxair) - Division Manager for Midwest/East United States

Carmel, IN

09/2004 – 11/2023

- Managed a successful Division that covered 7 states and produced over \$160 million in net sales last year and run rate for 2023 is \$182 million with an EBITDA of 50%. Started off as a sales representative in 2005 and rose to be a top Leader of a 2 Billion Dollar company.
- Products and services sold were medical disposables, medication/Pharma, capital equipment, and medical services. Division was top producer in most categories every year and rated the number one Division in overall EBITDA growth. Combined with a medical software company to also provide an easy format for physicians to order equipment and help them with their revenue cycle.
- Used a system every day to help run the division with positive **Motivation**, **Accountability**, and **Teamwork (MAT)**. This was the key to my management success. Constant encouragement and training was also used in this system to prevent turnover and raise morale.
- Established performance standards for 8 Direct Area Sales Managers and 500 indirect employees to ensure efficient workflow and quality results. Managed and trained 50+ sales representatives and had 4 of them represent in the top 10 over the last 4 years.
- Effectively utilize various reports for P/L, sales margin, Salesforce, Management Summary, Cost Analysis, BI, Tableau, CRM, SaaS, and more to maintain a constant growth in EBITDA every year.
- Managed and developed relationships with C-Suite Executives to create Medical Insurance and Hospital contracts in order to increase our patient base. Secured the largest hospital/group contract for our company to supply products and services for their facilities, rehabs, and at-home patients.
- Ensured compliance with company policies and procedures within the division. Ensured all regulatory regulations and licenses were updated including CHAP,

OSHA, Retail, Medicare, and FDA.

- Monitored division performance against goals, objectives, and budgets in the various fields of respiratory care, cardiovascular, oncology, neurology, and rare diseases.
- Identified areas of improvement in operational processes or systems to increase efficiency and effectiveness.
- Helped numerous hospitals reduce readmissions by creating a hospital-at-home program.
- Saved numerous lives by providing respiratory equipment and services during the COVID-19 epidemic to thousands of patients in and out of facilities.
- Conducted regular employee reviews to assess job performance and identify training needs. Conducted annual and semi-annual reviews to discover where more training needs to be applied and where performance awards were needed.
- Collaborated with other departments and divisions to coordinate activities related to projects or initiatives across the organization.
- Provided leadership in developing new products or services that meet customer needs while expanding market share.
- Organized meetings between senior executives and key stakeholders within the division.
- Constantly conduct numerous seminars to my sales managers, physicians, and patients and utilize Salesforce to effectively coach and teach my sales team and create goals and strategies.
- Started 5 new launches and managed the marketing, operations, training, and launch in my Division. Top Division in all 5 launches after year 1.

ALS Association, Indiana - President, Board of Directors

Indianapolis, IN

02/2019 - 09/2023

- Organized and facilitated board meetings, strategic planning sessions, and annual conferences.
- Lobbied and helped the organization achieve its first ever grant from the State of Indiana for 2 Million Dollars in 2023 for ALS patient support.
- Developed policies, procedures, and short-term and long-term goals for the organization.
- Represented the organization at community events and public forums to promote its mission.
- Collaborated with staff members to ensure operational efficiency of the organization.
- Established fundraising strategies to increase financial support for programs and services.
- Created a marketing plan to increase awareness of the organization's activities in the community.
- Provided leadership and guidance on budgeting decisions to maximize resources available.
- Managed personnel issues including recruitment, hiring, training, performance evaluation, and termination.

Accomplishments

- Ranked first in EBITDA growth for 2018, 2019, 2020, 2021, and 2022

- Achievement winner 2021 and 2022 for Division Managers
- Exceeded all revenue goals each year since 2005
- Top Division 3 years in a row for the Corporation
- Found, negotiated, and closed on 5 acquisitions in the last 3 years.
- Top Sales rep and leader in 2005 and 2006 before promotion to a District Manager.

Activities And Honors

- Coached and mentored Student Athletes for the last 20 years in the sports of Basketball, Football, Baseball, and Hockey.
- Participated and orchestrated numerous charity events including Walk for a Cure where I hosted the event for 3 years with the Mayor of Indianapolis.