

Ben Starling MSc.

C.V. 2018

+44 (0)771 208 9495 | Arley, Worcestershire, DY12 1SW, UK | benstarling@gmail.com | LinkedIn: benstarling

A Biochemistry postgraduate with 17 years of experience in international healthcare sales, marketing and management. Seeking to couple team leadership skills with a strong analytical and fact based approach to solve difficult commercial problems in complex environments.

*Marketing Manager, Clinical Laboratories, Northern Europe. **Ortho Clinical Diagnostics.***

2016 - Present

An international role to both re-establish Ortho in the automated high-volume clinical chemistry market, and successfully become a primary managed service provider in the UK.

1. Creates and executes regional and country (UK, BNX, NORD) tactical marketing plans to retain & grow market share in multiple segments.
2. Conceived new managed service brand, position and messaging, then developed dedicated sales collateral, marketing materials, campaigns and training. Online microsite developed personally.
3. Developed and fulfilled launch plans for multiple new assay introductions, with key actions defined for the sales teams to maximise commercial impact.
4. Provides in-the-field marketing support, directly supporting the commercial bid and tendering process. First 'new win' achieved.
5. Builds brand awareness through coordination of promotional events, trade shows & exhibition, KOL and reference centre programs.

*Global Product Manager, Haemoglobins. **Trinity Biotech.***

2012 – 2016

An international highly commercial role focussing on the development, launch & sales of laboratory haemoglobin analysis platforms, with key responsibilities as follows:

1. Global (EMEA, APAC, LATAM) launch, tactical marketing & pre/post-sales support of the Premier HbA1c testing platform. Personally trained, launched & helped develop territories in APAC & EMEA through KOLs, distributors & end users. Small team grew business from 0 to \$12m in 4 years.
2. Key distributor & base business management, with cost/sales analysis & strategic pricing for all, forecasting for all Haemoglobins products. Personally maintained stable at \$12m p.a. despite cannibalisation.
3. Project Owner for new haemoglobinopathy instrument platform; designed specifications, set objectives & milestones, managed the R&D team responsible. Brought to launch on time & on spec.
4. Creation of 200+ page distributor support website, introduction of internal project management system & ongoing marketing collateral & tools.

*Market Maker, Acute Point of Care Testing. **Radiometer.***

2010 – 2012

A national role to drive the success of Point of Care cardiac markers in the UK & Ireland, with key deliverables met as follows:

1. Led company & sales team from traditional product sales to a consultative solution sales approach involving multiple stakeholders with a clear value proposition.
2. Mentored sales with account managers at priority accounts, providing support to remove obstacles & close sales, resulting in the first acute care placements for the company.
3. Directed strategic targeting of prospects through the development of marketing campaigns.
4. Worked with international subsidiaries to develop European sales tools e.g. pricing proposals, cost benefit analysis, process mapping software etc.

Responsible for complete laboratory solutions sales into NHS histopathology labs with typical contract values of £100-500K.

1. Line management of team of four account managers & providing direct systems sales support for UK & Ireland.
2. Primary focus on IHC instrumentation & reagents, imaging systems & software, delivering on target throughout a turbulent period.
3. Successful due to ability to strategically target and close high value accounts quickly & clearly demonstrate the indirect financial benefits of a premium product.

*Sales / Application Specialist, Haemoglobins. **Tosoh Bioscience.***

2004 – 2007

1. Responsible for capital equipment Immunoassay and HPLC sales into NHS pathology labs, contributions directly resulted in 50+ successful installations and on target throughout.
2. Undertook the development of sales tools, marketing campaigns and project manager for the Tosoh European website.
3. Also responsible for press releases, technical bulletins and the communication of product requirements and developments between R&D and the sales team.

*Laboratory Sales. **Greiner Bio-One & 3M Healthcare.***

2000 – 2004

1. Highly successful sales of laboratory plastics into major university and industrial laboratories, with the consultative sale of premium priced rapid microbiology tests into the food industry.
2. On target sales achieved through clear illustration of the cost benefit, with a detailed approach to product trials, statistical correlation, lab SOP resubmission, assistance with I.T. solutions etc.

Education

MSc. in Toxicology. The University of Birmingham.	1999 - 2000
BSc. (Hon's) 2.1, Biochemistry. The University of Birmingham.	1996 - 1999
A-Level Biology (A) Chemistry (B) and Maths (B)	1994 - 1996

Skillset Summary

1. Highly trained and practiced in challenger & solution sales skills, process management (six-sigma, Kaizen) and familiar with numerous bioscience disciplines.
2. An expert I.T. professional, proficient with all common business tools and skilled in digital branding, development & design.

References

Workplace and personal references available upon request.

Outside of Work

Keen downhill & cross country mountain biker.
Enjoys cooking, countryside & coffee. Married. 2 kids. 2 dogs.