

JAKE KIRK

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CAREER HIGHLIGHTS

- Achieved the **“2016 Key Contributor Award” (President’s Cup 2017)** for introducing inside sales to Providence Medical Technology and redesigning the medical device sales process. .
- Earned the **“2015 Elevate Award”** for elevating the organization – One of three awards given out of over fifty FATHOM employees.
- Awarded **“2005 Navy Photographer of the Year (Walt L. Richardson Award)”**
- Earned **“2005 American Red Cross Real Heroes Award”** for documenting tsunami and giving aid to the victims.
- Earned **“2005 Bluejacket of the Year Award”** – Established to recognize superior performance of petty officers and non-rated personnel with emphasis on outstanding achievements, exemplary personal conduct and military bearing, and demonstrated initiative in performance.
- Orchestrated and achieved the highest grossing surgical case in Providence Medical Technology’s history by revitalizing the medical device sales process with new demand creation methods and exceptional cold calling techniques.
- Advanced 50+ surgeons awaiting DTRAX training to multiple training labs and surgery centers resulting in first case users with recurring revenue by using business development techniques.
- Delivered \$1.75M of opportunity with 36% conversion rate and exceeded quota by over 200% from contacting upper management of Fortune 100 companies to start-ups using exceptional lead generation and cold calling techniques.
- Achieved \$250,000 revenue for FATHOM in less than a week after tracking down and cold calling the CEO/Founder of \$2B major organization.
- Documented 2005 tsunami as a US Navy photographer resulting in photographs published on the cover of The Boston Globe, Chicago Tribune, and various news outlets around the world.

PROFESSIONAL EXPERIENCE

PROVIDENCE MEDICAL TECHNOLOGY May 2015 - Jan 2018

Inside Sales Representative - Nov 2017 - Jan 2018 - San Francisco, CA

Select team of top three Business Development Representatives to sell cervical spine technology to ambulatory surgery centers.

- Tracked down the executives of over fifty ASC management companies which created inbound opportunities and PMT executive summary in the hands of over 80 qualified surgery centers and 200 spine physicians.
- Authored the needs assessment script for inside sales team that resulted in multiple signed quotes.
- Implemented and authored a secure process for loaning PMT goods for demo purposes including a loaner agreement and demo kit instructions for safe return.
- Trained sales operations and C-Suite on using geo-mapping Salesforce software for impact analysis.

Business Development Representative – Sept 2016 – Nov 2017

Managed outbound revenue growth for various surgeon accounts in the Northeast

- Implemented geo-mapping software by establishing data sets in Salesforce and successfully presenting the results to the entire organization that lead to company wide adoption.
- Tested and proved the current team sales operations business model by establishing rapport with newly hired territory managers and building a full funnel of new prospects resulting in the hiring of five additional business development representatives.
- Exceeded overall blended attainment by over 100% every quarter resulting in new surgeon customers and amplified recurring revenue growth.
- Managed accounts from discovery phase to close using daily dialogue with territory managers and creative business development techniques to advance accounts.

Business Development Consultant - May 2015 – Sept 2016

Managed business development and outbound revenue growth for entire US market

- Redesigned the medical device sales process by orchestrating high-level unprecedented P2P virtual neurosurgeon meetings and pioneering forward-thinking demand generation methods to accelerate revenue growth.
- Exceeded initial goal by over 200% with a total of 200+ neurosurgeon meetings for regional vice presidents across the U.S., resulting in consistent recurring revenue growth and full funnel of new prospects.
- Tested and proved the business development/demand creation program; then briefed the C-Suite and Regional Vice Presidents on successes during regional sales meetings. Gave introductory briefing to management on Salesforce.com, a program that has resulted in improved efficiency and amplified revenue growth.
- Trained newly hired inside sales professionals on how to penetrate difficult spine centers and establish neurosurgeon meetings for US sales reps on the first day.

CADLETE Aug 2015 - Nov 2015

Founder - San Francisco, CA

- Published in Athletic Business Magazine after one week of building company from scratch and establishing a strong online presence and social network.
- Started the sales process with multiple pro and collegiate marquee accounts including the NFL & NHL
- Successfully negotiated 3d scanning hardware distribution deal with top technology firm in Canada.

FATHOM 3D PRINTING Inc. 500 - May 2014 – May 2015

Business Development Specialist – Lead Generation - Oakland, CA

- Reported directly to the Principles of FATHOM – Managed lead generation and development of outbound revenue growth
- Accelerated the sales process and outpaced expectations for every quarter by contacting upper management of Fortune 500 companies to start-ups through exceptional cold calling and lead generation techniques.

- Established the “**FATHOM Sales Bell**” and authored the protocol for new sales recognition, resulting in a sense of urgency and increased team sales.
- Supported account managers by acquiring new prospects and re-opening dormant accounts using creative methods to accelerate outbound revenue growth.
- Trained newly hired inside sales specialists to track down and create revenue for FATHOM during their first week.

**FREELANCE PHOTOGRAPHER / MULTIMEDIA PRODUCER -
SOUNDROOT RECORDS Jun 2008 - Apr. 2014**

Lynchburg, VA

- Freelance photographer and video editor for weddings, album covers, and local productions.
- Organized concerts and events in the central virginia area and released album on Soundroot Records, Seattle WA

GALISON / MUDPUPPY PRESS Jun 2007 - Sep 2008

Marketing Specialist

New York, NY

- Part of marketing team that successfully sold over \$1M to a Fortune 500 company
- Successfully updated current and potential customers on latest Galison / Mudpuppy products at multiple trade shows in the Jacob Javits Center NYC.
- Reorganized CRM system by developing an efficient and effective way to reopen dormant accounts.

US NAVY - February 2003 – May 2006

Photojournalist – Search and Rescue Swimmer

Seattle, WA

- Reported to Chief and Lieutenant – Illustrated Navy news stories and executed man overboard missions
- Operated still and video equipment for various stories resulting publication in Navy news and other publications around the world. (*including CNN, FOX news, NBC, CBS, and more.*)
- Oversaw man overboard drills by being one of three search and rescue swimmers on the USS Abraham Lincoln.
- One of the first U.S. Navy photographers on the ground in Banda Aceh, Indonesia after tsunami

EDUCATION AND TRAINING

Associates in Arts, Motion Pictures and Television - Academy of Art University	2012-2014
Central Virginia Community College – General Studies	2010-2012
Liberty University	2008-2009