

TISHA M. MICKELBERG

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PRINCIPAL CORONARY DEVICE SALES PROFESSIONAL

Cardiology/Immunology/Specialized Therapeutics/Biotech/Medical Device

- Strategic Sales and Business Planning
- Market Evaluation, Penetration, Expansion, Product Launch
- Product and Budget Management
- **SALES CHAMPION**
- Member of Glass Door Group Medtronic
- Sales Training
- **Supervisory Experience over sales force of 30**
- Diversity and Inclusion Facilitator
- Attended PrepMD-CRM School
- INNOV8 Contest Winner Q4-24

Enthusiastic, dynamic, extremely creative, TOP performing sales professional with 20 years professional sales experience, consistently exceeding sales goals in the Medical Device, Pharmaceutical and B2B sales environment. Implementing crucial marketing and sales training; innovative strategic marketing; comprehensive research and development; while building and expanding key relationships contribute to the ability to continuously exceed sales goals, expectations and increase market visibility.

Goal-oriented self-starter regularly recognized for excellence. Leader by example dedicated to working with and building cohesive, goal-driven teams focusing on innovative problem solving, creative energy, sound judgment, best practices, clear communication, and adaptable environments.

Proficient promoting in specialties including Cardiology, Electrophysiology, Neurology, Nephrology, Vascular Surgeons, Cardio-Thoracic Surgeons, Internal Medicine, Family Practice, Endocrinology, OB/GYN, Psychiatry, Gastroenterology.

ACHIEVEMENT HIGHLIGHTS

- **2009 US National Champion of Sales Winner.** Top 2%.
- Awarded "Most Creative" Award in 2006 and 2007.
- **2024 Quarterly Impact Player Award**
- Winner of Avapro/Avalide Sales Contest in 2007 with 15% Share Increase.
- **2023 INNOV8 Medtronic Contest Winner**
- Selected as Leader of the Regional Plavix Liaison Committee.
- Creator and Editor of Division Newsletter.
- Selected as LEAD on high profile *Peripheral Arterial Disease* pilot program as 1 out of 30 representatives in the US to train district and implement pilot. Resulted in 26% Plavix volume increase.
- Ranked #3 in NATION with Avapro co-pay reduction cards. Awarded Contest Winner.

"Tisha, you have been able to distinguish yourself among the "best of the best" and to accomplish the high goals you set for yourself by your continuous personal sacrifice of time and energy. You expect more than others think is possible and you achieve EXCELLENCE." Regional Sales Director, sanofi-aventis

PROFESSIONAL EXPERIENCE

Temporarily relocated to Minnesota for personal reasons 2012-2014 and 2017

Medtronic, Minneapolis, MN

2019-

Principal Coronary/Renal Denervation Medical Device Representative-Remote Sales

- Responsible for selling coronary portfolio in Florida and Northeast Regions. Executed initiatives by identifying, planning, development, and closing leads at assigned accounts.
- Overachieved AOP every year. INNOV8 Contest Winner Q4-22. Quarterly Impact Player Award 2024.
- Promoted clinical education presenting our coronary products and providing training and education opportunities.
- Facilitate Fellows Education opportunities. Successfully launched Onyx Frontier Drug Eluting Stent.

*"Thank YOU, Tisha! You are a total rockstar and I feel privileged to have worked with you!" Carla Jung-VP CRDN
Medtronic*

CSL Behring Biotech, Atlanta, GA

2015-2016

Area Manager Atlanta South

- Sold IVIG and SCIG to Immunologists, Infectious Disease, Pulmonology, Oncology and Allergists for adults and pediatrics. Also sold Berinert for Hereditary Angioedema.
- Won Hizentra "Kicker Contest" increasing volume in territory 20%.

Merck Pharmaceuticals, Atlanta, GA

2014-2015

Neuroscience Specialty Representative

Responsible for launch of new insomnia product calling on *Neurologists, Pain Specialists, Rheumatologists, Psychiatrists, Pain Management and OB/GYN physicians*. Currently in top 10%.

Sanofi, Atlanta, GA

2004-2012

Senior Sales Professional, Atlanta West and Atlanta South

Responsible for sales and marketing of sanofi-aventis flagship products *Plavix, Lantus, Lantus Solostar, (injectable) Avapro, Avalide, Ambien CR and MULTAQ. (Atrial Fibrillation, ACS, PAD, MI, Stroke, Diabetes, Hypertension)*.

- August 2012 Ranking of 9 out of 58 in Region –Top 15% of Sales Representatives.
- Managed large Atlanta South territory with Plavix YTD Trx volume increase at 6.1% versus the market at 5.7%, district 3.8% and nation at 2.5%. Plavix Nrx at 11% versus district 7.2% and nation at 4.2%.
- Devised patient compliance program for Plavix which extended length of therapy in Cardiology and Neurology. Achieved 85% share of Plavix in Neurology.
- Selected as Guiding Coalition Representative by Senior Management to promote entrepreneurial spirit among sales force, to identify growth opportunities for peers and to lead and direct sales force through change.
- Consistently ranked Highest Market Share in Region at or above 86% share.
- 192% of goal with Lantus Solostar vs. district at 141%, region 164% and nation 160%.
- Regional Award Winner for Outstanding Sales in 2009.
- Received 3 off cycle salary adjustments based on role development.
- Executed and managed logistics and expenses for division and city-wide speaker programs.

Elite Flooring and Design, Inc., Atlanta, GA

1999-2004

Sales Executive

- Successfully sold \$2.5 million annually in business to business commission only sales environment.
- Attained recognition as company's top sales leader 2001, 2002 and 2003.

"Tisha's loyalty and integrity have been above reproach. She always supported the goals and principles of the organization and her efforts will surely be missed by all of us. If past performance is any indication of future success, Tisha will be a superb employee in your organization." CEO, Elite Flooring and Design, Inc.

EDUCATIONAL ACHIEVEMENTS AND PROFESSIONAL DEVELOPMENT

B.S. Exercise Physiology, Georgia State University

- Devised Stroke training module to train Atlanta Division
- Chosen by Regional Director to enroll in CMR certification with concentration in Disease Management
- Nominated by leadership team to participate in "Fostering Peer Leadership" course Advanced Selling Skills – 2006, 2008, 2010, 2019, 2023