



REGINA DELAUNE

OBJECTIVE Secure a challenging and rewarding position in a senior medical sales position – preferably in the radiation oncology space

- SKILLS & ABILITIES**
- Ability to maintain large territory while targeting and closing new business
 - Excellent written and verbal communication; medical terminology
 - Adept at identifying customer needs and providing timely service
 - Proficient in Microsoft Word, Excel, Power Point, and Outlook
 - Experience in new product launches and associated training

EXPERIENCE **SENIOR BRACHYTHERAPY SPECIALIST – THERAGENICS – 6 TO 27 STATES**

- January 2017 - present
- Maintained accounts with an ever-growing region, a pandemic, and supply chain issues
 - Promptly responding to customer needs and concerns to solidify long term relationships
 - Launched the Orion HDR MRI Line marker for C4 Imaging
 - Introduced AnchorMarker and gold fiducials to clinicians to add sales growth
 - Assisted with starting new brachy programs in several states and converted competitive accounts

NATIONAL ACCOUNT MANAGER – GE HEALTHCARE – UNITED STATES/PUERTO RICO

- March 2013 – December 2016
- Maintained existing accounts in the US and Puerto Rico as well as targeted and closed new business (promoted to national level; sole representative managing all accounts)
 - Focused on increasing account base by evaluating various customer scenarios and finding workable alternatives - choosing appropriate products and pharmacy solutions
 - Effectively listening, understanding, and quickly responding to acute customer concerns and needs thereby building strong relationships
 - Consistently meets or exceeds quotas in a flat market despite a fierce competitive environment

REGIONAL ONCOLOGY MANAGER – ONCURA/GE HEALTHCARE– 12 STATES AND PUERTO RICO – SELLING BRACHYTHERAPY PRODUCTS AND CYSVIEW (BLADDER CANCER DETECTION)

- July 2010 – February 2013:
- Closely managed customer base while forging new relationships, and converting five competitive accounts
 - Exceeded expectations on both portfolios and obtained a merit increase, which was the highest given to any staff member
 - Successfully transferred all accounts to newly contracted loading pharmacy (Theragenics) ensuring that business was not lost to competition
 - Worked closely with GPO partners to convert business adding four facilities and over 100k in new business
 - Closed and trained a Cysview Key Opinion Leader (Vanderbilt) and coordinated a 10-case evaluation at another (Barnes Jewish – Washington University)

REGIONAL BRACHYTHERAPY SPECIALIST – ONCURA/GE HEALTHCARE – 8 STATES

January 2006 – June 2010:

- Maintained, cultivated, and increased high volume and influential customer base as assigned in conjunction with company growth strategies
- Preserved the highest possible pricing, maintaining margins and profitability
- Developed strategic high volume conversion opportunities and implemented action plans to convert the business; seven conversions in 2007 with an estimated annual increase in revenue of \$525k
- Assisted new brachytherapy programs with every aspect of development including coordination of equipment purchase, training, proctoring, operating room set-up, product selection, and ordering as well as reimbursement support

ONCOLOGY SPECIALIST – AMERSHAM/ONCURA – BRACHYTHERAPY AND CRYOSURGERY – 2 STATES

July 2002 – December 2006

- Identified key decision makers, presented product and service offerings, and closed business; 240% increase in cryosurgeons and eleven added facilities (220% increase)
- Maintained strong relationships while targeting new customers for two product lines
- Exceeded sales goals while preserving the highest possible margins
- Launched four products; number one representative for RSRx conversions – 2005
- Trained and clinically supported hospital staff in the operation of the cryosurgery system during prostate and renal procedures (extensive operating room experience)

CANCER REGISTRAR – EAST JEFFERSON GENERAL, METAIRIE, LA

January 2001 – July 2002

- Participated in all registry activities required to maintain American College of Surgeons accreditation: case finding, abstracting cancer cases, statistical reporting, organizing tumor boards, and patient care evaluations; Oncology Committee member

CANCER COORDINATOR – WEST JEFFERSON MEDICAL, MARRERO, LA (TENURE 1982 – 2000)

1997 – December 2000

- Managed all Cancer Registry activities ensuring compliance with American College of Surgeons and American Joint Commission on Cancer standards
- Coordinated Oncology Committee meetings, weekly Cancer Conferences, specialty lectures, and community cancer screenings, published Cancer Program Annual Report

EDUCATION

UNIVERSITY OF PHOENIX, METAIRIE, LA: 2002 **BACHELOR OF BUSINESS ADMINISTRATION AND MANAGEMENT – DUAL DEGREE**

4.0 GPO

DELGAGO COMMUNITY COLLEGE, NEW ORLEANS, LA: **1998 ASSOCIATE OF BUSINESS ADMINISTRATION; 1999 CERTIFICATION IN TUMOR REGISTRY (CTR)**

4.0 GPO; PRESIDENTIAL HONORS; WHO'S WHO AMONG AMERICAN JUNIOR COLLEGES