

Contact

www.linkedin.com/in/shelley-fitch-172ba311 (LinkedIn)

Top Skills

Managed Care

Neurology

Selling Skills

Certifications

Critical Thinking for Better Judgment and Decision-Making

Influencing Others

Developing Your Emotional Intelligence

Jeff Dyer on Innovation

Ken Blanchard on Servant Leadership

Shelley Fitch

Senior Manager, Sales Training at Amneal Pharmaceuticals
Sacramento

Summary

Result driven and highly self-motivated sales professional with knowledge across multiple disease states. Regarded as a customer focused strategic thinker, conducting business with the highest level of product knowledge and integrity. Top performing strengths include relationship development, strategic selling, business planning, and account management with exceptional follow-up. Additionally, mastery in the areas of business analytics and territory management has consistently lead to greater share growth and a proven record of of success.

Experience

Amneal Pharmaceuticals

7 years 1 month

Senior Manager, Sales Training

March 2020 - Present (1 year 10 months)

Manager, Sales Training

February 2018 - March 2020 (2 years 2 months)

Senior Specialty Sales Representative and Senior Field Trainer

December 2014 - February 2018 (3 years 3 months)

Formerly Impax pharmaceuticals

Specialty position responsible for the sale of Rytary (Parkinson's disease) and Zomig Nasal Spray (migraine) to Neurology and high decile primary care physicians.

Utilized business planning and selling skills to improve overall ranking year over year. Ranked #23 of 117 at year end 2015 and #4 of 117 at year end 2016. Awarded Circle of Excellence (President's Club) for outstanding sales performance (2016).

Designated as Rytary Field Advisory Board Member, acting as a liaison between corporate marketing representatives and the field (2015/1016).

Promoted to Senior Sales Representative (3/2017)

Promoted to Field Trainer (2015) and Senior Field Trainer (2017).

Responsible for participating in the on-boarding process for new representatives, assisting with Initial Sales Training classes, leading presentations during National Sales Meetings and leading monthly sales training conference calls.

Auxilium Pharmaceuticals

Medical Sales Consultant

April 2013 - September 2014 (1 year 6 months)

sacramento, california area

(Primera Sales Division was dissolved as a result of corporate downsizing)

- Specialty position responsible for the marketing and promotion of Stendra, Testim and Edex (injectable) to Urology, Endocrinology, Pain Management and high decile primary care.

- Utilized business planning skills to successfully increase Testim sales in a declining market. Achieved quota attainment of 104% to goal Q2 2014 (realizing a 25% increase over 2013).

- Increased Stendra prescriptions 71% from Quarter 2 to mid point Quarter 3.

- Strong territory management skills- successfully managed a territory encompassing the greater Sacramento, North Bay, Reno Carson City areas

Inventiv Health/Actavis Project

Area Business Manager (contractual)

February 2012 - January 2013 (1 year)

(Contract ended)

Specialty position responsible for the sale of Kadian (long acting morphine preparation) to Pain Management and Neurology.

Ranked #8 Nationally for Kadian goal attainment – Trimester 2

Ranked #2 in the Western Region for Kadian goal attainment – Trimester 2

Strong Territory Management Skills – Successfully managed a territory encompassing the greater Sacramento and San Francisco areas.

Sunovion Pharmaceuticals

Therapeutic Specialist

June 2011 - December 2011 (7 months)

(Respiratory/Summit Division was dissolved as a result of corporate downsizing)

Responsible for the sale of Respiratory Portfolio (Xopenex IS, Xopenex HFA and Alvesco) to Specialty and Primary Care physicians.

Utilized business planning skills to increase quota attainment across product portfolio:

Xopenex IS (from 101% to 119%), Xopenex HFA (from 98% to 106%), Alvesco (from 59% to 80%).

Area rank #26 of 75, Nationally ranked #44 of 224

Zogenix Inc. – Specialty Pharmaceutical Corporation

Territory Manager

January 2010 - October 2010 (10 months)

(Left due to lay off - territory closure)

Responsible for the sale of Sumavel DosePro (needle free delivery system of sumatriptan) to Neurology and Pain Management.

Utilized strategic business plan to increase units sold by over 600% from Q1 to Q2.

Recognized as West Area Pain Management Point Person.

Inventiv Health / Actavis Project

Area Business Manager

May 2009 - January 2010 (9 months)

Responsible for the sale of Kadian (long acting morphine preparation) to Pain Management and Neurology.

Achieved maximum bonus payout. Ranked #6 of 18 year end 2009.

Designated West Area Managed Care Point Person. Responsible for team education/problem solving which resulted in key Medi-Cal win.

Strong Territory Management Skills – Successfully managed a territory which ranged from San Francisco North to the Oregon Border.

Sunovion Pharmaceuticals

Senior Sales Representative

August 2006 - February 2009 (2 years 7 months)

(Lay off as a result of corporate downsizing)

Responsible for the sale of Lunesta and Respiratory Portfolio to Specialty and Primary Care.

Achieved 127% to quota QTD and 108% YTD across product portfolio
Area Rank #2 of 50 Nationally Ranked #59 of 350.

Development of Respiratory Business Plan resulting in a 115% increase over baseline during a six month period.

Designated as Managed Care Point Person/Liaison between corporate and the field.

Accomplishments – 2007 Breathe in Success Award/Run through the Warehouse, 2008 3 Applause Awards (Teamwork, Training, Managed Care)

Eli Lilly and Company

Senior Sales Representative

March 1995 - August 2006 (11 years 6 months)

Responsible for the sale of Lilly Neuroscience portfolio to specialty and primary care physicians. Have achieved 106% QTD and 101% YTD across product portfolio.

Designated as District Managed Care Champion (liaison between corporate and field sales) responsible for district training and problem solving.

Developed education tool used area wide for new hires.

Responsible for development of Key Opinion Leaders.

Accomplishments – 2001 District MVP, 2002 Director's Council, 2004 Strattera Leadership Circle Award, 1999-2006 New Start Mentor, 2005 Winning Culture Winner

Abbey Infusion/Critical Care America

Account Executive

September 1993 - March 1995 (1 year 7 months)

Worked for both entities during volatile buy-out period in home infusion)

Responsible for the marketing of home infusion therapy services to physician offices, hospitals and managed care groups.

Developed first Sacramento based HIV, Pain Management and Orthopedic Programs which substantially increased branch dollar volume and referral base. Programs increased total revenue from \$46,264 in Q2 to \$190,368 in Q4.

Boehringer Mannheim

Account Manager

June 1991 - September 1993 (2 years 4 months)

Responsible for the sale, training and servicing of diagnostic systems to hospitals, physicians, veterinarians and distributors.

Management and growth of 7 distributor branches through sales training and marketing programs.

Received National recognition for development of distributor incentive program. Program increased urinalysis business from 15 vials in a 2 month period to 109 vials in a 2 week period (75% was new business).

Homedco Infusion

Territory Account Manager

May 1990 - June 1991 (1 year 2 months)

Responsible for the marketing of home infusion therapy services to physicians, hospitals, skilled nursing facilities and managed care companies.

Ranked #7 out of 38 representatives.

E.R. Squibb and Sons

Territory Account Representative

December 1988 - May 1990 (1 year 6 months)

Left for the opportunity to call on physicians)

Responsible for the sale of antibiotics (including injectables) and generic product portfolio to retail and hospital pharmacies.

Area Rank #2, National Rank #10 out of 90 representatives.

Achieved year end quota attainment of 146% across product portfolio.

Presidents Club Rank #2. Go Getter Runner Up Award Winner

Automatic Data Processing

ADP

4 years 3 months

District Manager

July 1988 - December 1988 (6 months)

Established new accounts through self generated means. Achieved 190% to quota December 1988 and 104% to quota year end 1988 (first year as a DM).

Account Executive

May 1986 - July 1988 (2 years 3 months)

Responsible for client analysis, programming, conversion, training and on-going support requiring interaction with employers at all company levels.

Ranked #1 in the sale of additional business and received multiple awards for outstanding customer service.

Client Service Representative

October 1984 - May 1986 (1 year 8 months)

Constant use of communicative and analytical skills with clients, outside vendors and internal departments in the resolution of customer problems.

Education

Santa Clara University

Bachelor's degree, English Language and Literature, General · (1980 - 1984)