

John Nichols

Abbotsford, BC | (604) 751-4241

www.linkedin.com/in/johnsrnichols | john.sr.nichols@gmail.com

Accomplished & Multifaceted Business Professional

Resourceful, self-made senior executive with more than 25 years of hands-on experience poised to share talent and vision with an organization that values hard work, dedication, and results. Proven track record of leveraging basic business principles to meet and exceed established organizational objectives and contribute to strong business expansion. Demonstrated expertise in lifecycle management of high-tech products, to include strategic planning, designing products, developing sales plans, executing concepts, tracking performance, and achieving objectives. Uniquely talented at project leadership, motivating quality work from cross-functional teams, and aggressively driving progress. Highly versatile, flexible, and adaptable.

- Business Development & Growth
- Cross-functional Team Leadership
- Strategic Planning & Analysis
- Industry Knowledge
- Lifecycle Product Management
- Client Relationship Building
- Troubleshooting & Problem Solving
- Product Ownership
- Solution Selling Prowess
- Project Management
- Sales Management
- New Market Development

PROFESSIONAL EXPERIENCE

CARETAKER MEDICAL, Abbotsford, BC

2018 – Present

Director of Sales for North America / Director of Product Management

Recruited to provide full lifecycle product management and propel growth of a new medical device company. Role quickly expanded to drive sales and marketing of existing product while strategically planning for new products and accelerated business development. Provide executive leadership and coaching to four field sales reps and an inside sale person with a focus on finding, signing, and managing distribution partners. Heavy responsibility for product upgrades, pricing, marketing, installing impactful sales procedures, implementing CRM software, and building strong, productive customer relationships.

- Signed key distribution partners with a combined annual value of \$2M as a result of aggressive prospecting.
- Identified new market segments to maximize potential revenue growth of current generation product.
- **Increased efficiency and enhanced reporting by implementing cutting-edge sales and logistics processes.**
- **Spearheaded rapid and productive change, including implementation of Agile methodology as well as design improvements to current product aimed at enhancing customer experience.**

SPEEDLINE SOLUTIONS, Abbotsford, BC

2017

Enterprise Account Manager

Managed all of the largest multi-unit corporate accounts for a provider of point-of-sale software systems to the restaurant industry. Expertly guided strategic planning, sales growth, and business development opportunities.

BK ULTRASOUND (Division of Analogic Corporation), Richmond, BC

2015 – 2017

Business Development Manager, 2016 – 2017

Advanced through similar roles of increasing scope and responsibility to become solely responsible for driving company's international handheld ultrasound business. Enhanced profitability and growth of handheld ultrasound product by leveraging the technology into adjacent related markets and development opportunities. Masterminded strategic plans that supported sales efforts and encouraged expansion into adjacent business areas and applications.

- Earned promotion to this position of expanded responsibility due to success of the campaign for Sonic Window, a revolutionary new handheld ultrasound supporting dialysis patients.
- Cold-called into new market segments to test the handheld product viability in various use cases.
- Provided deep market analysis and developed business cases to support investment in potential growth segments.

Key Accounts Manager, 2015 – 2016

Recruited partners for clinical claims generation of new handheld ultrasound products. Identified key deliverables, architected compensation programs and engagement agreements, and established timetables for partner engagements. Managed all partner relationships and worked with on-site clinical team training to ensure a successful outcome to claim engagements.

- Generated multi-unit sales exceeding \$1M as a result of building a strong relationship with a key dialysis organization.

John Nichols

Page Two of Two

- Established clinical claims sites for the new handheld ultrasound for dialysis patients, known as Sonic Window.
- Trained and managed a new national sales force due to early multi-unit sales of Sonic Window into key adopter sites.

ANALOGIC CORPORATION (Purchased Ultrasonix Medical Corporation in 2013), Richmond, BC 2013 – 2015
Product Market Manager

Continued to expand the veterinary ultrasound business that was successfully established with Ultrasonix. Drove market penetration for other assigned products by researching the competitive landscape, identifying new areas for business growth, devising sales strategies, and developing sound go-to-market plans. Executed heavy responsibilities for defining product mix, establishing transfer pricing, coordinating engineering efforts, managing logistics, and identifying follow-on products to maximize sales revenue. Forged strong partner relationships with cross-functional departments as well as customers.

- Effectively led expanded veterinary business unit started with Ultrasonix Medical Corporation in 2011 with sales of \$500K in 2013 to over \$12M in sales by the end of 2016 with revenues on a glide path to exceed \$16M in 2017.
- Proficiently managed the full lifecycle of challenging products including the MRI-Transrectal fusion biopsy system, an ultrasound needle positioning system, an ultrasound research platform, and a medical DICOM software platform.
- Excelled at managing CRM, SAP, and Agile data, including the coordination of activities with multiple stakeholders, including management, sales, manufacturing, operations, fulfillment, and logistics.
- Orchestrated a smooth integration of a major prostate fusion biopsy system with the Analogic product portfolio.
- Achieved a solid track record of identifying product gaps, refining existing capabilities, and offsetting obsolescence.
- Created training programs and materials to personally train more than 26 sales reps across the USA.

ULTRASONIX MEDICAL CORPORATION, Richmond, BC 2009 – 2013
Product & Market Manager, 2010 – 2013

Channel Sales Manager, 2009 – 2010

Led eHealth initiatives to enhance existing and future product offerings. Created key differentiators in the marketplace, automated clinical processes, and developed product roadmaps to support new capabilities in the eHealth space. Coordinated with vendors as well as prepared technical documentation, user requirements, and software design specifications.

- Conceived and pioneered development of unique ultrasound data management software that integrated perfectly with the existing Ultrasonix ultrasound product portfolio.
- Grew a business from scratch to annual sales in excess of USD \$4M by the end of 2015 as a result of exploiting a unique market opportunity for medical ultrasound in the veterinary market that virtually locked out competitors.
- Contributed to over USD \$10M in sales of software and ultrasound hardware due to spearheading the creation of software that tightly integrated with company's ultrasound system to produce a unique software/hardware marriage.

GMA, Richmond, BC 2000 – 2009
Field Application Engineer

Quickly rose from an entry-level sales position to field applications engineer to provide innovative product applications to all outside sales reps. Managed key accounts with revenue of over \$20,000,000 and maintained a 5%-10% annual growth rate.

Prior professional background included founding and successfully operating for eight years an electronics design and consulting company with eight employees that generated close to USD \$1M in annual sales.

EDUCATION, TRAINING & COMPUTER SKILLS

High School Diploma, Vancouver College, Vancouver, BC

Project Management Training

Field Application Engineer Training

Microsoft Certified Systems Engineer / A+ Certified Computer Technician

Microsoft Office Suite (intermediate to advanced) | CRM | SAP | Agile | Camtasia Studio

SQL | Postgre SQL | Relational Database Design | Software/Firmware Design