

CHARLES RADFORD ROSE III

10307 W. Broad St., Ste. 287
Glen Allen, VA 23233

804-234-3839

SUMMARY OF QUALIFICATIONS

Top-performing **Sales, Marketing, and Operations Leader** with extensive project management experience. I possess a proven background in achieving and exceeding sales goals and recruiting, leading, and developing and coaching top-ranked sales teams. Highly adept at launching and managing business units, new products and services, and internal processes. Strong leadership and communication skills

Expertise includes:

- Profit Center Management w / P&L Responsibility
- New Business Development
- Industry, Market & Customer Analysis
- Project Management
- Strategic Planning and Marketing
- Human Capital Management
- Direct Report Recruitment and Training
- Resource Control

PROFESSIONAL EXPERIENCE

UnitedHealthcare – Richmond VA - Vice President, Sales and Marketing **Oct '17 – Present**
Oversees the daily Sales and Marketing activities of UHC Community and State Community Plan of VA. I focus on exceeding UHC and DMAS's sales goals and expectations, while building, training, and leading a team of high performing professionals. Reporting directly to the CEO, I am in charge of development and pull-through of any and all Health Plan Sales and Marketing campaigns and initiative across the entire product portfolio

Horizon Pharma, plc District Sales Manager **December '14 – Dec' 16**

District Sales Manager (VA, DC, MD, and WVA)

Oversee the daily activities of Horizon Pharma, Inc.'s Washington DC District Business Unit. I focus on exceeding Horizon's product sales goals and objectives, while building, training, and leading a team of—at least—9 high performing sales professionals.

- Built-out the sales team for Horizon's new expansion district; i.e., The Washington DC District, which encompasses VA, DC, MD, and WVA
 - Created district norms, values, and expectations
- Established and created District objectives, goals, processes, policies, and procedures
- Split Richmond into 2 territories in Q3, by re-configuring the territory and hiring a second Territory Manager for the Richmond Market
- Gained approval to create a Rover over-hire rep for DC within 11 months of my new assignment
- Created nationally recognized contests and communications
- Finished ranked in the #1 spot vs. Prior week several times within my first 11 months
- Led, Coached, and Powered NRx/TRx growth and PME Inbound growth of 49% and 369%, respectively, for the district since expansion conception

JenCare Medical—A ChenMed Company., Richmond, VA

2013 – June 2014

Market Sales Director (VA Market—Richmond and Tidewater) Manage and coach the sales performance, professional development, and strategic planning of 22 Patient and Community Relations Specialist. Charged with the Project Scope, Deliverables, and Project Plan Milestones for

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the build-out of the new Market Sales Center of Expertise for the national footprint of JenCare, specifically the VA Market.

- Built-out the sales teams for the two VA Markets; i.e., Richmond & Tidewater, during the Joint Venture Merger and Expansion of JenCare and Humana's Full-Risk joint venture and national expansion
- Established and created market objectives, goals, processes, policies, and procedures
- Part of a 7 MSD team tasked to build out the infrastructure of the Market Sales Center-of-Expertise (COE); e.g., the incentive compensation plan; created and authored Standard Operating Procedures for the Market Sales center-of-expertise

DAIICHI SANKYO PHARMACEUTICALS, INC., Roanoke, VA**2011 – 2013****Senior Divisional Sales Manager** (Roanoke District)

Managed and coached the sales performance, professional development, and strategic planning of 11 sales representatives. Manage \$500K fiscal year in-service advertising & promotional budget. Coordinate with senior leaders within the region and the sales, marketing, training, and managed markets departments to maximize DSI's divisional, regional, and national product portfolio performance and market share.

DAIICHI SANKYO PHARMACEUTICALS, INC., (Continued)

- Merged and integrated 2 states and 4 Footprints into a newly configured business unit. The Roanoke District was the only new district business unit added to the Atlantic Coast Region in fiscal year 2011.
- Recruited, hired, on-boarded, and trained 4 new hires in a record 6 month period, including 1 employee recognized as the coveted Primary training "Super-bowl of role-play winner".
- Increased District Level Quarterly Sales Incentive Conception payout by 500% from \$2K to \$10K within 1 year.
- Regionally recognized and rewarded for the creation and roll-out of the quarterly performance tracker.
- Regionally recognized and rewarded for the creation and roll-out of the mid-year performance evaluation core behavior models.

DAIICHI SANKYO PHARMACEUTICALS, INC., Orlando, FL**2003 – 2011****Senior Divisional Sales Manager**

Managed and coached the sales performance, professional development, and strategic planning of 10 sales representatives.

- Created the company wide recognized Physician's Opinions and Discussion (POD) program, which increased the national share for the Olmesartan franchise by 12% post POD program launch.
- Led the Orlando District from a rank of 47 / 48 to top 10% performance within 1st year as Orlando FL DSM.
- Led the district to 6 territory level Gold Cup wins, and coached 5 direct reports to promotional opportunities of greater responsibility.
- Rewarded twice with Platinum performing years and voted Manager of the year for leading the Orlando District to top 15% finishes.
- Awarded Senior DM status and invited to be a participant in the pioneering class for Field Manager Training's (FMT's) inaugural phase 5 and 6 managerial training programs.

DAIICHI SANKYO PHARMACEUTICALS, INC., Richmond, VA**2000 – 2003****Senior Sales Specialist**

Drove sales and increased the market share of DSI's product portfolio via calling on and managing 250 targeted physician customers. Managed \$50K territory level advertising and promotional budget and a \$40K in-service budget.

- Received the Gold Cup award, the company's highest sales and leadership award within 24 months of being hired, posting an end year rank of 16/380.
- Awarded the Rising Star award for my 2001 performance.
- Awarded the \$10K Pent House level Award for blunting the launch of a competitive drug, while growing and protecting the share of WelChol.

SHERWIN WILLIAMS CO., INC., Richmond, VA**1998 – 2000****Professional Coatings and Coverings Executive**

Challenged to persuade customer accounts C-suite level leadership to increase national account volume and the overall market share of SW's products and services. Conducted product demos and competitive product testing. Developed strategies and tactics with the objective of growing S-W's overall market share with local clients, which included Corporate, Institutional, and Private sector prospects and accounts.

- Negotiated and closed the largest spray rig transaction in S-W history.
- Influenced S-W's largest national account to adopt an in-house coatings and restoration model, using S-W products exclusively.
- Grew a \$500K territory to a \$1.5M territory within a 2 year period, leveling and redefining the job description of territory.
- Recognized twice with the President's Club – Sales.

EDUCATION

BS, Business Administration and Operations
Liberty University, Lynchburg, VA

AFFILIATIONS AND PERSONAL ACCOMPLISHMENTS

Chairman of the Board – Village of Inspiration Cancer and Stroke Institute
President and CEO of Access to Success Mentoring
Kappa Alpha Psi Fraternity, Inc.
The Advocates Mentoring and Philanthropic Group
Frontline Outreach
Published Author and Motivational Speaker