

# Joseph M. DeMattia

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## Vice President of Business Development

*Cultivating world-class teams that exceed the expectations of shareholders.*

**GLOBAL MARKET GROWTH • PROFITABLE SALES STRATEGIES • UNCHARTED TERRITORY EXPANSION FOR FORTUNE 50 COMPANY**

15+ Years of Sales & Leadership Experience • MBA + Executive-Level Decision Making • From ZERO to 7-Figures in <24 Months  
\$20M+ Book of Business • Unlock Latent Growth Potential • Industry Expertise: Construction / Manufacturing / Healthcare

**Driven business development executive** with history of turning around underperforming accounts, building robust sales pipelines, and capitalizing on underestimated markets. Trusted team leader known for eliminating silos and advancing skill and expertise levels, cultivating trusting relationships instrumental in driving growth.

- ⇒ **Skyrockets client retention through unmatched customer service.**
- ⇒ **Relentless in exceeding ambitious expansion goals.**
- ⇒ **Minimizes influence of larger competitors and leverages strategic advantages.**

## CORE COMPETENCIES

New Business Development • Project Management • Relationship Building • Trend Analysis & Forecasting • Performance Turnaround • New Territory Launch • Team Building & Training • Stakeholder Communication • Strategic Planning • Operations Management and Process Engineering • Team Leadership • Contract Negotiation • GTM Strategy Development • Analytical Skills  
Revenue & Profit Growth • Revenue Forecasting • Standard Operating Procedures

## PROFESSIONAL EXPERIENCE

**COGENT ANALYTICS, INC.** | Greensboro, NC  
**Regional Vice President, Sales & Business Development**

2019 – Present

Recruited to establish connections with equity owners and C-suite executives at companies valued between \$3M to \$500M within multiple industries. Guide clients through dissection of complexities of their business landscape to pinpoint growth blockers and communicate value-add of business consulting services—powering revenue growth for company and clients. Influence expansion and sales strategy, rendering strategic oversight to leadership team for sales and growth planning, customer acquisition and retention, networking and referral partnership building and territory management across 3 states.

- **Met CEO's primary objective.** Positioned company to dominate business consultancy industry, fueling nationwide expansion with foothold in every state anticipated in FY25.
- **Set department vision and introduced new systems, tools, and processes** across the consulting ecosystem.
- **Accelerated business capabilities and kickstarted revenue growth** for medical manufacturing client during succession transition.
  - ⇒ Enabled rapid growth for client—from \$25M to \$50M in 3 years.
- **Maximized impact of consultative selling**, moving prospects through modern sales funnels faster than expected.
- **Captured "Top 3" and "Top 5" positions** in total sales and "consulting fees collected" categories.
- **Cultivated high-performance and customer-centric sales culture** while implementing best practice sales processes and laser-focused training programs.
- **Explored untapped markets**, venturing into new arena that generated **\$5M and landed 290 new clients** in <4 years.

**INDEPENDENT SALES SOLUTIONS, LLC** | Preston, CT  
**President & Owner**

2014 – Present

Launched medical device startup, building entire profit-focused operational infrastructure from scratch. Create and refine strategy, processes, and systems, growing company into well-oiled machine run by expertly trained, high-caliber team of 8 with company poised to deliver exceptional margins and revenue growth year-over-year. Identified lucrative business prospects via cold calling, networking, and marketing. Delivered new products to market and used success as jumping off point for entry into adjacent markets.

- **Unlocked gateway to new lucrative markets**, revving sales to build 7-figure book of business in <2 years and land 20+ high-ROI relationships within 5 medical specialties.

**CENTER FOR VEIN RESTORATION** | Greenbelt, MD  
**Regional Sales Director – NY Region**

2013 – 2014

Charted new course and scaled business through aggressive territory expansion across 3 states and launch of 6 new facilities. Conducted in-depth competitive analysis within assigned territories to devise and execute novel sales and marketing strategies, stabilizing business development unit operations and setting strategy and vision. Developed comprehensive account plans and provided value-stream mapping while managing 50+ accounts annually.

- **Aggressively grew referrals from <10 to record-crushing 50+ per week and captured 40% increase in market share** by cultivating advantageous business partnerships and strengthening relationships with physicians.
- **Leveraged market intelligence, relationship-building skills**, and strategic networking best practices to dominate new markets.
- **Opened new revenue streams and amassed \$3M book of business** after one year of assembling new, 4-person sales team from scratch.
  - ⇒ **Exceeded FY14 launch goals 222%.**
  - ⇒ **Team ranked #1 of 5.**
  - ⇒ **Achieved 3:1 referral-to-quota ratio**, far surpassing average industry success rates.
- **Designed and commenced intensive training program for all sales executives**—improving knowledge of offered services, refining communication between sales team and physicians, and improving rapport-building methodologies. *Results:*
  - ⇒ **15% physician referral uptick.**
  - ⇒ **21% revenue boost in <90 days.**
  - ⇒ **10% incremental revenue.**

**PFIZER INC** | Parsippany, NJ  
**Senior Specialty Healthcare Representative**

2003 – 2012

Soared conversion rates across sales channels up to 40%. Designed tailored customer engagement strategies and deployed improved pipeline management protocols, fueling revenue growth within \$20M client portfolio of 300+ physicians.

- **Elevated market share** through strategic negotiations and compelling value positioning statements that aligned with patient needs, consistently increasing sales year after year for life of tenure.
- **Recognized with multiple awards and accolades** for sales revenues, closing rates, and client retention. Awards included Vice President's Cabinet and 3X win of Regional Performance Awards.
- **Ranked Top 10 sales representative regionally** for top-line sales revenues for 7 consecutive years.
- **Exploded growth within incontinence formulary market—doubling size in <3 years.**
  - ⇒ Cut through complexities, outpaced competitors, and generated enough sales to support development of dedicated incontinence center by one of New York's largest medical groups in collaboration with Pfizer.

## EDUCATION

**Master of Business Administration, Marketing and Finance** | University of South Florida

**Bachelor of Science in Business Administration** | Suffolk University

Honors: *cum laude*