

STEVE SWALGEN

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SALES, MARKETING & BRANDING LEADERSHIP

Mr. Steve Swalgen is a high-energy, dynamic sales executive who builds and leads world-class sales teams that consistently exceed challenging sales goals and drive growth. His career is founded in the medical device and capital equipment industries and he excels at identifying market strategies, personally producing more than \$150M in B2B sales of products and technology. His focus on gaining acceptance of products and technologies at all levels in the customer organization results in loyal and satisfied customers and long-term revenue streams.

Mr. Swalgen's extensive Sales and Branding experience is complemented by his exceptional ability to identify market opportunities while conducting highly analytical market opportunity quantification. He is relentless in identifying new revenue streams and carrying the baton through to complete customer satisfaction. He has a well-founded reputation for being a brand-builder with exceptional thought leadership and is seen as a subject matter expert in the optical industry. He has authored and published articles in *Optometry Times*, *Ophthalmology Times*, and *Lab Talk* magazines and has significant experience as a Board member, industry conference speaker, and panel moderator.

During his career to date, he spearheaded company industrial robotics automation and stand-alone system introduction in the US wholesale optical Rx lens processing lab environment. Those projects resulted in more than \$20M in sales with major lens company labs and smaller independent Rx labs. His sales leadership produced an additional \$20M in related ancillary equipment sales to wholesale Rx optical labs. He also initiated and grew the OEM business division of a billion-dollar filtration company's biomedical division to annual revenues exceeding \$10M for more than four years.

Mr. Swalgen brings an impressive array for executive sales and marketing skills, including . . .

- Opening up multi-million dollar and brand extension market opportunities for biomedical and medical device technologies and products across diverse medical applications.
- Developing action plans that can be seamlessly implemented while maximizing resources and time management, consistently achieving revenue goals.
- Understanding the customer landscape and needs quickly from all stakeholder's points of view.
- Providing energy and skills that enhance both internal and external business relationships for long-term bottom line and industry reputation gain.

EXPERIENCE

Better Sales Performance, LLC **Principal Consultant**

BETTER SALES PERFORMANCE

Mr. Swalgen founded Better Sales Performance in the New York City Metropolitan Area to provide Sales Advisory, Training, and Customized Sales Solutions. He offers interim, contract, fractional, and consultancy sales leadership while building customized selling solutions for startups and small to mid-size companies. His expertise produces stronger team and individual performance resulting in YoY consistent revenue growth.

Santinelli International National Director - Lab Business



Mr. Swalgen was employed by Santinelli International for more than 19 years, beginning as a Sales Director and earning steady progression to the key leadership role of National Director of the Lab Business sector. Privately held Santinelli International is headquartered in Hauppauge, New York, and is a respected leader and well-recognized distributor of optical finishing equipment in the US.

Santinelli International offers both high-speed tabletop lens edgers and the highest throughput automated systems, without compromising quality at any level. The company's new LE-1200 tabletop unit is economically priced and engineered for fast "wet" lens processing. On the industrial side, the company's automated "wet" and "dry" dual edger systems produce unparalleled "per hour" throughputs in an unprecedented small footprint.

Through a strong alliance with the Japanese company Nidek, a global company that is universally recognized as one of the today's largest manufacturers of ophthalmic products, Santinelli International has quickly risen to the #1 provider of Lens Edging equipment in the U.S. Optical Equipment industry.

Over the course of his long tenure with Santinelli, Mr. Swalgen made many significant contributions to the company's success and growth. He developed and nurtured sales of new company technologies and strengthened brand positioning in the wholesale Rx optical lab space. The loyal relationships that he cultivated with commercial partners, including major lens companies, wholesale labs, and big-box retailers, generated buy-in and innovative customer opportunities.

He was highly effective in selling solutions for new industrial robotic automation and stand-alone Rx ophthalmic lens finishing technologies and systems, growing revenue as much as \$4M annually. He led customer sales, acceptance, delivery, and integration of the technology.

He initiated a relationship with Essilor International, a French-based international ophthalmic optics company, and secured company technology testing interest in the Rx frame tracer. The partnership resulted in a full-scale rollout of the Santinelli / Nidek frame tracer as the gold standard for the company's lab network for over a decade including the follow-on model. Further, the initiative led to usage throughout the industry and brand extension to a larger revenue "Flagship" lens edger model and robotic automated systems in large volume lens processing environments.

Mr. Swalgen held key Board memberships while with Santinelli, including with the Optical Laboratory Association and the OLA Steering Committee. He also authored articles that were published in leading trade publications, developed numerous trade show seminars, led panel discussions, and served as a speaker at conferences.

His high visibility and significant contributions to the overall optics industry further strengthened Santinelli's brand and reputation throughout the industry.

During his first two and a half years with Santinelli, Mr. Swalgen served as Director of Sales. He grew a nationwide sales organization of 12 regionally positioned optically-trained Territory Managers and two Regional Sales Managers. He led and mentored the organizational sales effort to achieve one of the best optical retail sales

"Steve was instrumental in the planning for expansion of the labs as we grew from four full-service labs to eight. His ability to listen prior to offering solutions or recommendations is an attribute that others have lost. He was fiscally responsible in the offerings and options that were presented as scalable, based upon the labs projected performance. Steve was ever present in these plans, installations and follow-up care and was always available."
Senior Client Executive

levels in company history at \$17M, a \$2M increase over the prior year. He also led expansion into the optical wholesale industrial lab market without increasing the nationwide sales staff.

V.I. Technologies – Vitex National Director of Sales



Vitex is a Long Island, NY-based blood products manufacturer, specializing in viral inactivated fresh frozen plasma products. The company manufactured the only FDA-approved viral inactivated plasma product in North America. In 2004, Vitex merged with Panacos Pharmaceuticals. Mr. Swalgen was the National Director of Sales at Vitex for about two years before joining Santinelli International.

During his tenure directing nationwide sales, he recruited, trained, and led the Vitex sales team of 13 field-based professional sales representatives. The sales and marketing strategies that he developed and implemented were aggressive and highly effective, focusing tightly on the end-user customer base including treating physicians and surgeons. Through his direct interaction with influential physicians and thought leaders in the blood technology community, as well as independent blood centers nationwide, he helped establish opportunities for Vitex 's plasma product as a developing "standard of care" blood component.

Pall Corporation – Biomedical Division Vice-President - OEM Sales



Prior to his sales leadership role with Vitex, Mr. Swalgen was the Vice President for OEM sales with the Biomedical Division of Pall Corporation. Pall Corporation, headquartered in Port Washington, New York, is a global supplier of filtration, separations, and purification products and is an industry leader in high-end filtration technology and products.

During his many years with Pall Corporation, Mr. Swalgen started up and led the national sales and marketing function for the Biomedical OEM business. His contributions included P&L, forecasting, contract and partnering agreement negotiations, and strategic marketing plans. He cultivated nationwide sales and senior account relationships that cemented and sustained brand commitments to blood, respiratory, and I.V. filter devices averaging \$10M in revenues annually for more than four years. He directly maximized market penetration and brand awareness for the "Pall Pulmonary Function Filter" through strong negotiation and resolution approaches for packaging and private-label branding.

EDUCATION & HIGHLIGHTS

Mr. Swalgen earned a Bachelor of Business Administration degree from the Hofstra University School of Business in New York. He is a past Board Member for the Optical Laboratory Association (OLA) and the Vision Council - Lab Division. He played an active leadership role in merging OLA into "The Vision Council – Lab Division". He has published several professional articles in trade publications including articles on robotic automation in lens finishing, industrial automated edging solutions for wholesale labs, lens edging in retail optometric settings, and a paper on economic arguments for edging automation. He was also interviewed by an industry trade magazine.

"Steve builds partnerships, trust, and long-term relationships with all of his business partners. Steve looks for ways to ensure the best solution for his customers with his strong industry knowledge."

Senior Client Executive

His business and personal travel has equipped him with familiarity with the cultures in both Japan and Italy. He currently resides in Farmingdale, NY.