

STEVE SWALGEN

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VICE PRESIDENT OF SALES | NATIONAL DIRECTOR

DRIVES PROFITABILITY AND POSITIVE ENERGY IN NATIONAL SALES MANAGEMENT

**National Sales Strategy | Marketing | Brand Positioning | Team Leadership
Key Account Management | Product Launch | CRM | Budget Management
OEM | Forecasting | Sales Negotiations | Sales Team Development**

Dynamic Sales Executive with extensive experience driving revenue in the medical device and capital equipment industries. Adept at identifying market strategies, personally selling more than \$150M of products and technology. Passionate about leading national sales efforts and building strong teams that exceed challenging goals and objectives. Recognized board member and subject matter expert in the optical industry.

EXPERTISE IN

- Spearheading company industrial robotics automation and stand-alone system introduction in the US wholesale optical Rx lens processing lab environment totaling over \$20 million with major lens company labs and smaller independent Rx labs.
- Generating an additional \$20M in related ancillary equipment sales to US wholesale Rx optical labs.
- Brand building and optical industry go-to subject matter expert (SME) with Board experience and recognized for published articles, industry speaker, and panel moderator growing awareness to automation and frame tracing technologies.
- Initiating and growing OEM business of billion-dollar filtration company's biomedical division averaging \$10M annually for more than four years.
- Opening up multi-million dollar and brand extension market opportunities for biomedical filter technologies and products in diverse medical applications such as pulmonary function, surgical laser smoke filtration, specific drug delivery, oxygen concentration, and blood therapy.

EXPERIENCE

Better Sales Performance, LLC

Principal

March 2021 | Present

Founded sales advisory, training, and customized selling solutions consultancy.

Santinelli International

Privately held distributor of optical finishing equipment.

National Director, Lab Business

November 2003 | July 2020

Developed and nurtured sales of new company technologies and strengthened brand positioning in the wholesale Rx optical lab space. Cultivated loyal relationships with commercial partners, including major lens companies, wholesale labs, and big-box retailers.

- Generated buy-in and innovative customer opportunities for new industrial robotic automation and stand-alone ophthalmic lens finishing technologies and systems, growing revenue to \$3-4M annually.
- Strengthened company market position and branding while securing new sales opportunities by becoming a subject matter expert, publishing articles in industry trade journals, including "Ophthalmology Times" and "Optometry Times", speaking at industry trade shows, and serving as a panel moderator.
- Served as a board member (2009-2013) on The Vision Council—Lab Division / Optical Laboratory Association (OLA) Steering Committee and played a key role in merger of OLA with The Vision Council.

Director of Sales

January 2001 | July 2003

Provided leadership and development to the retail optometric sales team, consistently exceeding goals.

- Led sales team to achieve one of the best optical retail sales levels in company history at \$17M, a \$2M increase over the prior year.

V.I. Technologies – Vitex

Privately held manufacturer of viral inactivated fresh frozen plasma product.

National Director of Sales

November 1998 | July 2000

Hired, trained, and mentored a national sales team to drive blood plasma product sales.

- Cultivated strategic relationships with influential physicians and thought leaders as a key component to an aggressive “pull-through” sales and marketing strategy for a new blood plasma product, leading to furthering new product consideration as a developing “standard of care” over 1.5 years.
- Garnered support and acceptance to invest \$1.3M into resourcing sales organization to grow and compensate the newly hired sales team.

Pall Corporation – Biomedical Division

Industry leader in high-end filtration technology and products.

Vice-President, OEM Sales

June 1995 | July 1998

Started up and led national sales and marketing function, for Biomedical OEM business, including forecasting, P & L, agreement negotiations, and strategic marketing plans.

- Cultivated nationwide sales and senior account relationships to build and sustain brand commitments to blood, respiratory, and I.V. filter devices averaging \$10M annually for more than four years.
- Maximized market penetration and brand awareness of “Pall Pulmonary Function Filter” through strong negotiation and resolution approach for packaging and private-label branding.
- Earlier positions with Pall Corporation: National Sales Manager; Sales Manager - OEM Products

EDUCATION

Bachelor of Business Administration (BBA) | Hofstra University School of Business

ADDITIONAL CAREER HIGHLIGHTS

Past Board Member for the Optical Laboratory Association (OLA) and the Vision Council - Lab Division.

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
- Economic arguments for edging automation.
- Interviewed by an industry trade magazine.

Familiar with the cultures in both Japan and Italy

KEY ATTRIBUTES

Revenue Growth | Budgeting | Pricing Policies | Market Segmentation | Market Penetration | National Sales Function | Complex Sales Negotiations | Sales Contracts | Relationship Building | Sales Team Management | Market Analysis | Go-to-market Strategies | Sales Performance Metrics | Market Trends | Medical Capital Equipment