

NICHOLAS WALLER

🏠 Detroit, MI

Customer-Focused Sale Leader | Community Leader | Driving Retention & Revenue Growth

PROFILE SUMMARY

Results-driven and strategic Sales Leader with a strong background in medical device sales, specializing in revenue growth, market expansion, and client retention. Proven expertise in clinical product demonstrations, technical device programming, and customized healthcare solutions. Adept at building long-term relationships with hospital decision-makers, engaging surgeons and staff to drive product adoption, revenue growth, and consistently exceeding sales targets. Skilled in consultative sales, relationship management, and territory management, implementing innovative strategies to maximize market penetration. Recognized for delivering comprehensive clinical training to medical staff and providing expert support in cardiac device troubleshooting. Strong technical aptitude in explaining complex product specifications to healthcare professionals. Skilled in both disposable and capital equipment sales, consistently delivering strong sales performance and market expansion. A trusted leader who fosters collaboration, drives sales performance, and delivers tailored solutions that align with evolving industry demands.

AREA OF EXPERTISE

Medical Device Sales | Hospital Sales | B2B Sales / B2C Sales | Quota Setting | Sales Strategies | Territory Management | Revenue Growth | Market Development | Corporate Account Management
Relationship Building | Key Decision-Maker Engagement | Account Management | Customer Retention | Product Demonstrations
Clinical Training & Education | Technical Support | Device Implantation | Consultative Sales | Negotiation | Problem Solving
Process Development | Project Management | Budget Management | Strategic Thinking | Analytical Thinking | Collaboration
Interdepartmental Communication | Team Leadership | Mentoring & Teaching | Time Management
Multi-Tasking | Marketing & Brand Development | Customer Service | Entrepreneurship | Area Sales Manager | Sales Process

HIGHLIGHTS OF SKILLS

- **Territory & Area Management:** Executed strategic sales initiatives in medical device sales, driving consistent revenue growth through hospital account development, physician engagement, and key decision-maker collaboration to expand market presence.
- **Medical Device Sales:** Generated \$5M+ in annual revenue through consultative selling of innovative healthcare solutions, ensuring market expansion, physician adoption, and increased product utilization in hospital and clinical settings.
- **Territory Development:** Implemented territory management strategies to drive 30% market share growth, leveraging B2B sales techniques, competitive analysis, and hospital sales engagement to strengthen customer retention and new account acquisition.
- **Technical Product Knowledge:** Delivered clinical product demonstrations, troubleshooting support, and hands-on device training for implantation, monitoring, and programming to optimize patient outcomes and physician confidence in medical technologies.
- **Hospital Partnerships:** Developed strategic relationships with physicians, hospital administrators, and procurement teams, leading to a significant increase in product adoption rates and long-term contracts.
- **Team Development:** Led cross-functional collaboration between sales, clinical specialists, marketing, and hospital personnel, ensuring seamless execution of sales strategies, technical support, and clinical education to optimize territory performance.
- **Medical Education:** Designed and delivered targeted educational programs, physician training sessions, and clinical workshops on advanced medical technologies, enhancing hospital staff proficiency and product adoption.

PROFESSIONAL EXPERIENCE

Stryker

Territory Manager – Orthopedic Instruments & Wound Closure

January

2021 – Present

- Consistently exceeded sales quotas by achieving 113% in 2021, 102% in 2022, and 101.9% in 2023, driving territory growth, revenue expansion, and market penetration.
- Recognized as "Great Lakes Region Rep of the Year" in 2021 for exceptional Territory management, business development, and client relationship management, contributing to sustained company success.
- Won the "Cut Contest" in 2021 by leveraging advanced negotiation, competitive analysis, and sales strategy, driving substantial growth in surgical instruments and capital equipment sales.

- Awarded the "Growth Award" in 2023 for achieving the highest regional revenue growth (33.3%), excelling in territory development, key account expansion, and market share acquisition.
- Selected as one of 25 out of 900+ sales professionals for the Leadership Discovery Summit, demonstrating expertise in strategic sales planning, team collaboration, and cross-functional leadership.
- Closed \$19M+ in sales revenue, securing long-term contracts, hospital partnerships, and procurement agreements, strengthening market share and competitive positioning.
- Developed strong relationships with surgeons and hospital staff, driving product adoption and increasing sales by 20%, on average, in disposable and capital equipment. Disposables sold include Zip wound closure, irrigation, cement and helmet hoods.

Fresh Corner

CEO

2019 – 2021

- Expanded brand footprint, market penetration, and revenue streams by securing new retail locations, enhancing territory coverage, customer acquisition, and product accessibility in competitive markets.
- Restructured business operations and sales strategies to align with market trends, consumer demand, and social enterprise growth, ensuring sustainable success in the food industry.
- Increased sales revenue by 21% through targeted retail expansion, sales optimization, and strategic market positioning, driving higher profitability and customer engagement.
- Managed key operational departments including Human Resources, Marketing, Sales, and Production, optimizing workflow efficiency, cross-functional collaboration, and process improvement.

Director of Marketing and Sales

2015 – 2019

- Developed and executed data-driven sales and marketing strategies, driving market expansion, revenue growth, and brand visibility through targeted campaigns, audience segmentation, and competitive analysis.
- Launched Fresh Market and Fresh Corners programs, enhancing customer engagement, sales performance, and revenue diversification while strengthening brand loyalty and market penetration.
- Established and maintained high-impact collaborations with organizations like Wayne State University, Authority Health, and PepsiCo, expanding brand influence, customer reach, and business development opportunities.
- Conducted in-depth market analysis and audience research, identifying emerging trends, customer behaviors, and competitive opportunities to refine targeted sales and marketing initiatives.
- Developed accurate sales forecasts, resource allocation plans, and budget models, ensuring profitability, cost efficiency, and data-driven financial decision-making for sustainable business growth.
- Led diverse marketing and creative teams, overseeing content strategy, audience messaging frameworks, and brand positioning, aligning marketing efforts with company vision and customer engagement goals.

Area Sales Manager

2013 –

2015

- Increased company revenue by 37% through strategic sales initiatives, corporate client acquisition, and market expansion strategies, securing 314 new business accounts and fostering long-term partnerships.
- Strengthened B2B relationships by engaging key decision-makers, identifying emerging opportunities, and leveraging market insights to drive customer retention, revenue growth, and competitive positioning.
- Developed and executed high-impact sales strategies aligned with corporate goals, consistently surpassing revenue targets through data-driven decision-making, competitor analysis, and trend forecasting.
- Partnered with marketing, creative, and sales teams to optimize brand messaging, sales campaigns, and customer engagement strategies, ensuring alignment with market demands and corporate objectives.

EDUCATION AND CERTIFICATION

Wayne State University, Detroit, Michigan

Bachelor's Degree of Public Affairs, in Public Affairs

Graduate of the Wayne Regional Reserve Police Academy

Wayne State University Scholar Athlete – Men's Basketball

VOLUNTEER AND COMMUNITY EXPERIENCE

- St. Augustine St. Monica Parish Council Member (Vice Chairman)
- **Reserve Deputy**, Wayne County Sheriff's Office
- Member of the AmeriHealth Caritas Blue Cross Complete advisory board (2019 - 2022)
- Member of the Minority Freedom Community Fund Board of Trustees
- Former Chairman, fundraising committee for the Minority Freedom Community Fund

ACCOMPLISHMENTS

- Received over \$500,000 in Grant funding which allowed Fresh Corner to create affordable healthy food options for individuals in underserved communities.
- Promoted from Area sales manager to CEO of Fresh Corner in 6 years.
- Managed many notable music artists and producers from an event or consulting standpoint.
- Increased Social Media Instagram to 12,900+ organically

TECHNICAL SKILLS

Tools: Salesforce, Word, Excel, Outlook, PowerPoint, Access, SharePoint, Hubspot, QuickBooks, MAS500, AS400, Facebook, Instagram, Twitter, LinkedIn, TikTok, Slack, Google Chat, Google Duo, Yammer, OneDrive, WeTransfer, Google Docs, Wix, WordPress, Final Cut Pro X, Powerbi.