

# Andrea K. Oser



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## Profile Summary

Action-oriented solution sales leader with 25+ years of experience in the healthcare sector. Comfortable with complex sales cycles as well as relationship development with key stakeholders at all levels within an organization. Aggressive over-achiever who enjoys cold-calling to uncover opportunities and close deals. Seeking advancement where these skills will benefit an organization's market share, growth and profitability.

- Solution Sales
- Long Sales Cycle
- C-Suite Relationships
- Negotiation and Closing
- Process Driver
- Competitive/ Type- A
- Six Sigma Green Belt
- Miller Heiman Certified
- Performance Awards
- Hospitals/ Health Systems
- Over-Achiever
- RFPs, Proposals and Financial Reports
- General Ledger Analyses
- Bottom Line Results

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## Professional Experience

### **SP+**, Chicago, IL

SP+ Healthcare Services delivers first class parking and transportation services to over 125 hospitals across North America and Canada. We've set the industry standard in integrating new technologies, online interactive marketing programs, parking amenities, revenue control, financial reporting, expense containment, employee professionalism and proactive management. The International Parking Institute (IPI) has recognized SP+ as the first commercial parking operator to earn the Accredited Parking Organization (APO) with Distinction designation.

#### **Vice President, Healthcare Services:** U.S., Canada (2018-present)

- Responsible for growth in the healthcare vertical for health systems across North America
- Collaborate with regional operational leaders to identify, evaluate and assess all potential opportunities.
- Participate in leadership meetings and presentations to advance our position for portfolio expansions.
- Represent SP+ at national and regional trade shows and conferences to build our brand as a national leader in parking & transportation services

### **Aramark Healthcare Technologies**, Commercial Sales Organization

North America's largest independent provider of premier biomedical and diagnostic imaging service solutions. We offer on-site and demand-based services for evidence-based clinical equipment inventory maintenance and management.

#### **Director, Business Development:** KY, TN, IN, OH, MI, WV, PA (2013-current)

- Drive sales process leadership from contact through strategy, proposal, presentation & successful conclusion for expansion of business opportunities.

- Implemented 4 new partnerships in 2017 at large health systems in TN, KY & IN totaling \$17M revenue volume, 210% VOP.
- Negotiated and closed a 5 year agreement worth \$18M annually with Vanderbilt University Medical Center which is the largest academic support agreement for Aramark Healthcare Technologies, 320% VOP – 2015
- Led a sales retention process that resulted in a 5 year, \$10M agreement with a KY Health System, 240% VOP - 2014
- Nominated inaugural member of the Sales Growth Council which represents a think tank for initiatives that evoke change with the healthcare line of business.

### **Roche Diagnostics**, Centralized Diagnostics Sales Organization

As a global leader in healthcare, Roche Diagnostics offers a broad portfolio of tools that help healthcare providers in the prevention, diagnosis and management of diseases like HPV, HIV, heart failure and diabetes, as well as other medical conditions.

#### **Strategic Account Specialist**, Louisville, KY (2011-2013)

- Reported to an Area Director, provided leadership & support to 4 Account Executives in selling the total laboratory automation solutions (laboratory process analysis, hardware/ instrumentation, consumables, service) in the hospital laboratory markets across KY, IN and Central IL.
  - Negotiated at the CXO level to propose, negotiate, and close 5-7 year contracts of \$1M+ for customers such as Baptist Health.
- Responsible for over \$5M growth annually in the competitive segments to grow market share while increasing profitability by targeting all “Non-Roche” accounts.

### **GE Healthcare**, Commercial Sales Organization

A \$17 billion unit of GE Company, providing transformational medical technologies and services that are shaping a new age of patient care.

#### **Cardiovascular Ultrasound Sales Specialist**, Louisville, KY (2010-2011)

- Multi-level selling of entire cardiovascular ultrasound portfolio in invasive and non-invasive lab and OR.
- Responsible for growth of \$1.5M in market share for Cardiovascular Ultrasound throughout KY and OH markets, while maintaining a \$3.75M installed base.

#### **Interventional Account Specialist**, Louisville, KY (2007-2009)

- Successfully managed and grew market share in KY and WV by providing interventional cardiology and radiology healthcare solutions, consistently exceeding operating plans, averaging over \$8M annually.
- Negotiated a strategic win as a sales champion leader at Pikeville Medical Center, resulting in over \$10M of new business for GE Healthcare.

#### **Strategic Account Executive**, Louisville, KY (1999-2006)

- Consistent top overall performer in the Ohio Valley region, averaging over \$16M annually in diagnostic imaging sales, with over \$ 27M in 2004.
- Negotiated strategic enterprise client agreements with Jewish Hospital St. Mary's Healthcare and Deaconess Health System tied to annual purchase commitments over \$ 12M.

#### **Radiology Account Manager**, Lexington, KY, (1992-1999)

- Consistent top overall performer in the Ohio Valley region, averaging over \$10M annually in diagnostic imaging sales, with over \$ 15M in 1996.
- Contributor to doubling installed base and service contract revenues in first 15 months.

## Key Awards and Accomplishments

- Over 25 years of sales leadership experience in Healthcare Administration and Supply Chain for Service, Radiology, Cardiology, IT, Clinical Laboratory Business Segments, Technology Management Services, Parking & Transportation Services.
- Aramark President's Circle 2015, 2017
- Aramark Prestigious Sales Awards - 2014, 2015, 2017
- Six Sigma Green Belt / Miller Heiman Certified
- #1 Interventional Total Sales Performer @ 135% VOP
- Top Interventional Xray Sales Performer @ 107% VOP
- Commercial Leadership Program Sales Mentor / ASTP Mentor
- Recipient of 2 Landsteiner Awards for Boundaryless Behaviors
- Management Awards, Exceeding Orders/Sales Budget
- Sigma Board Top Radiology Sales Recognition Trips
- Sigma Society Top Radiology Sales Producer
- BST Management Award Recipient

## Education

Bellarmine University, Louisville, KY / B.S. Business Administration, 1990