

THE SEARCH

This hire would be the first Head of Physician Sales and report into the COO. Dr Bill needed a sales leader who could build a physician sales department from scratch (into the double digits), create process, and build out a variety of channels (inbound, outbound, affiliate, conference, etc.)

THE CLIENT

Dr. Bill is an industry leading medical billing solution that has helped thousands of physicians overcome pains associated with getting paid.

Physicians contribute so much to society, highlighted by their recent efforts during the COVID pandemic. At Dr. Bill, making physicians' lives better is our Mission. We are committed to empowering them to spend more time on doing the things that they love, and less on administration and billing.

SEARCH REQUIREMENTS

This search required a particularly unique background and had proven challenging for the organization to find on their own. Candidates were required to have experience managing a remote high-velocity Outbound Field Sales Team across multiple provinces, ideally in a pharma or medical device sales environment dealing with GPs and Specialists within Ontario, BC, and Alberta. Extensive experience using a CRM to manage opportunity pipelines and team performance as well.

The chosen candidate needed to have a proven track record building performance driven sales teams from scratch and the know-how to set and achieve revenue goals (both at an individual and team level). An ambitious leader, skilled at pitching and closing deals, people development, client development, organizational excellence, exceptional sales management, sales operations, and sales pipeline analysis & management.

SEARCH STATISTICS

Number of days to the 1st round of resumes: 8

Number of candidates considered: 10

Number of candidates interviewed: 5

Number of days to complete the search: 30

THE HIRE

- 5+ years in Medical Device sales, initially starting as a Sales Rep in 2015 covering the Greater Toronto Area before moving into a Territory Manager role in 2018.
- Managed 7 Sales Associates (who they interviewed, hired, and trained), focused on different specialties for minimally invasive procedures.
- Their patch was worth \$6M+ today and their team had exceeded their 13% growth targets every quarter since they took over.
- Specialized in selling into Operating Rooms, Family Medicine, Sports Therapy, Neurosurgery, and GPs in Southern Ontario.



We appreciated Martyn and team's ability to understand what we were looking for both in terms of experience and cultural fit. Throughout the entire process they provided transparent feedback and thorough candidate management.



Despite our goldilocks requirements, this was one of the simplest and smoothest searches I've been a part of.

– Sarah Wilkinson, Chief Operating Officer

