

Jerry D. Horn

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Career Summary

Sales Professional with consistent, documented record of exceeding performance goals.

- **Ranked #1 out of 510 at Eli Lilly in 2003**
- **Ranked #1 out of 140 at Guidant/Abbott in 2006**

Professional Summary

Jer Associates, Indianapolis, IN

2007-Present

Securing selected manufacturers to represent to the consumer durable, pharmaceutical and medical industry.

Abbott Vascular (Guidant), Indianapolis, IN

2005 - 2007

The #1 company in the world manufacturing, distributing and selling medical devices for the heart as well as the entire human anatomy with sales over 6 billion.

Account Manager

Selling medical devices to the coronary care market

- Ranked #1 out of 140 person sales organization
- Grew sales at existing accounts 40% and added an additional 18% from new clients.
- Examples of significant customers included Clarion Health Network, Community Health Network, The Care Group and the Veterans Administration
- Products sold included Stents, Guidewires, Closure Devices, Atherectomy, and Balloons

Eli Lilly and Company, Indianapolis, IN

2002 - 2005

The #3 ranked pharmaceutical company in the world with sales of 12 billion, specializing in pharmaceuticals and biologicals to satisfy unmet medical needs of patients and animals in the areas of novel cancer, womens health, and neuroscience compounds.

Senior Account Manager

Marketed women's health, and neuroscience pharmaceuticals to OBGYN's, Urological, Internal Medicine, and Family Practice Physicians. Excelled in providing education for Doctors and maximizing company marketing resources to take territory to next level.

- Ranked 1st out of 510 Sales Force in sales total % increase.
- Ranked 1st in total product portfolio development.

Cosco, Inc., (Dorel Industries, Montreal, Canada)

1976-2002

Cosco, Inc., a division of Dorel Industries, is the #1 producer in the world of juvenile products and accessory hardware and furniture items for the home with sales exceeding 2 billion.

Director of Sales (1995-2002)

National Sales Manager (1991 – 1995)

Regional Sales Manager (1987 – 1991)

Catalog Showroom Sales Manager (1978 – 1987)

Territory Manager (1976 – 1978)

- Total sales responsibility \$75 million, as Director of Sales of Home Furnishings Division
- Supervising over 20 people in order entry, customer service, and National Sales Manager that reported directly to me.
- Responsible for all sales and business development functions, including channel and key account distribution, customer relationship development, and high level contract negotiations for entire customer base. Initiated and developed new products, international sourcing, focus groups, R&D collaboration, pricing and packaging.
- Interviewed, hired, trained, and oversaw national manufacturer rep sales force, resulting in territory growth from \$20 million to \$70 million in 5 years. Developed strong working relationships with customer presidents and CEO's.
- Expanded account base to include drug chains, big box retailers, buying groups, co-ops, mass merchandisers, and home center stores
- Grew Home Depot and Lowes accounts from zero to \$20 million and \$6 million respectively.
- Named Top Vendor by Home Depot and True Value Hardware stores.

Education

B.S. Marketing, Indiana State University, Terre Haute, IN

Certifications and Memberships

IHIF Indiana Health Industry Forum: over 1300 small medically related companies in Indiana

SPBT Society of Pharmaceutical & Biotech Trainers

IBEN Indiana Biomedical Entrepreneur Network

Rainmakers Indianapolis Chapter, Membership of small business owners

MANA Manufacturers' Agents National Association

Sierra Club

Indiana Wildlife Federation

Brown County Humane Society - Volunteer