

MATTHEW M. KELLY

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ACCOUNT EXECUTIVE | TERRITORY MANAGER

Fuels Growth for Radiation Oncology & Patient Care Management Solutions

Dynamic sales executive with 20+ year track record of driving market penetration and territory expansion for new MedTech systems that advance healthcare. Strong hunter adept at prospecting, identification, and cultivation of sales opportunities with existing medical centers and new prospects alike, utilizing a consultative approach. Proven closer with a talent for navigating complex sales cycles that require exceptional product knowledge and the ability to build rapport quickly with ease. Career history of hitting sales and margin targets while maximizing customer satisfaction.

SIGNATURE STRENGTHS

Territory Management | New Technology Systems & Product Launches | Prospecting & Customer Acquisition
Consultative Sales | Contract Negotiation | Relationship Management (CRM) | Strategic Planning

PROFESSIONAL EXPERIENCE

Aktina Medical | Congers, NY

Western US District Sales Manager

11/2019 – Present

Re-hired to apply proven record of success communicating the clinical benefits and value proposition toward driving sales revenue and converting competitive accounts for a full suite of radiation oncology systems—including IMRT/SRS/SRT products. Accountable for implementing a territory business plan for the Western US to stimulate demand and grow the market for Aktina's new medical radiosurgery system. Own full sales cycle from lead generation to contract negotiations and closing new business. Interface with internal teams and external customers as part of solutions-based sales approach.

- Grew territory from zero SRT systems to 13 while increasing accessory sales by establishing competitive advantage through in-depth knowledge of the industry, customer, and products as well as tapping into personal networks.
- Established presence in the territory by conducting follow-ups with existing customers to ensure products are performing to their satisfaction and seizing opportunities to capture new accounts.
- Maximized customer satisfaction by training on proper immobilization when treating patients, ensuring that new users attained highest levels of precision/accuracy and positive patient outcomes.
- Placed Radiosurgery Immobilization systems at 5 of 15 City of Hope Comprehensive Cancer Center Satellite Facilities in the Los Angeles area, representing \$200K in new business.
- Boosted market share by converting Presbyterian Intercommunity Cancer Center and Good Samaritan Hospital Cancer Center and upgrading Advanced Oncology Centers to Aktina's medical radiosurgery system.
- Paved the way for market leadership through positioning Aktina's respiratory compression belt as the standard of care for motion management at the Loma Linda University Health Cancer Center.

PTV-Systems | Auburn, CA

Independent Business Owner – Western US

02/2019 – 11/2019

Embraced opportunity to help startup companies selling radiation oncology products break into the Western US market.

- Negotiated independent representative agreements with DYN'R SDX, XECA, and PioSoft.

C-Rad Positioning AB | Uppsala, Sweden

Regional Sales Manager – West

04/2013 – 02/2019

Brought on board to fuel growth in territory composed of 12 western states. Leveraged Salesforce to drive sales cycle for innovative surface guided radiation therapy (SGRT) solutions as well as a unique quality assurance system for IMRT and VMAT treatment plans for 2 Swedish medical technology companies. Charged with presenting technology, clinical benefits, and developing relationships with radiation oncologists, medical physicists, radiation therapists, radiation therapy department heads, and hospital administrators to achieve sales, customer satisfaction, and market share goals.

- Achieved #1 ranking in the US with sales of \$4M+ by engaging in informative sales conversations, uncovering business needs, and positioning C-Rad as the optimal solution that led to placement of 50+ systems.

C-Rad Positioning AB, Regional Sales Manager – West (continued)

- Designed a strategic plan that secured placement of 12 C-Rad systems at 4 MD Anderson, delivering the largest sale in company history representing \$2.6M.
- Positioned the C-Rad SGRT system as the Standard of Care with the Seattle Cancer Care Alliance by establishing effective relationships with key individuals, ensuring access and influence within the organization.
- Orchestrated first US Proton Therapy Center installations in the US at the Mayo Clinic in Scottsdale, AZ, and the Miami Cancer Institute in Miami, FL.

Aktina Medical | Congers, NY**Western District Manager****03/2006 – 04/2013**

Recruited to develop an "End User" sales program for radiation therapy clinics for IMRT/SRS/SRT products. Tasked with driving revenue through effective sales practices and processes for this OEM business.

- As a key player in product development projects for the IMRT and Stereotactic Radiosurgery, carved the way for securing a more dominant position in the marketplace.
- Instrumental in development and clinical implementation of the Aktina Medical PinPoint SRS/SRT Immobilization and Medical Memorial Cradle SBRT Immobilization systems.
- Advanced company revenue by placing 5 PinPoint SRS/SRT systems at Memorial Sloan Kettering Cancer Center (New York, NY) and Memorial Cradle SBRT systems at Scripps MD Anderson Cancer Center (San Diego, CA), Ridley-Tree Cancer Center (Santa Barbara, CA), and Westchester Medical Center (Valhalla, NY).

ADDITIONAL RELEVANT EXPERIENCE**Capital X-Ray, Inc.** | Tallassee, AL**Territory Manager (Gulf Coast region)****Molecular Imaging Corporation** | San Diego, CA**Business Development (Southeast Region)****Mississippi Filing Systems** | Jackson, MS**Territory Manager (South MS region)****Laerdal Medical Corporation** | Wappingers Falls, NY.**Territory Manager (AL, AR, FL, LA, MS)****Alliance Medical Corporation** | Russellville, MO**Marketing Representative (AL, LA, MS, TN)****EDUCATION****College Coursework toward Bachelor of Arts (BA) in History** | San Francisco State University | San Francisco, CA**PROFESSIONAL DEVELOPMENT****TRAINING:**[CompTIA A+ Core Hardware and Operating Systems](#) | [CompTIA Network+ Networking Technologies](#)[Indiana University REWARDS Institute PACS Training](#)**CERTIFICATIONS:**[HIPAA Security Specialist Certification](#), [HIPAA Academy](#)**TECHNICAL SKILLS**[Salesforce CRM](#) | [Microsoft Office: Word, Excel, PowerPoint](#) | [Proprietary HCM & ERP Software/Systems](#)