

# CHUCK REID

## Vice President of Sales

Columbus, OH | 740-777-3495  
chmreid@yahoo.com | [LinkedIn Profile](#)

### Executive Summary

- Client-focused, servant leader, empowering teams and building trusted relationships to drive revenue growth
- Led healthcare technology sales & marketing teams to **\$500M in revenue**.
- As VP of Sales & Marketing at PRC-Salttillo (2018-2023): Reported to CEO and Board
  - Unified 2 competing teams & **led 80 staff** to double sales to **\$80M/year** (15% CAGR vs 4% historical avg).
  - Recruited & coached new inside sales team to \$10M/year in RFP revenue by year three
- As member of healthcare sales team at ESCO Technologies (Sentrics) (2011-2018)
  - Top salesperson with **\$14M/year in personal sales** to Senior Living (LTC) providers.
  - Led **healthcare technology team** to **\$30M in new revenue & Argentum's Best-of-the-Best Award**
- Founded, built & sold own marketing agency 2003-2010: Clients incl. Adidas, Crayola, and Wellpoint Health.
- MBA (Marketing & Strategy), MS (Public Health); Professional certificates in sales, marketing, negotiation & AI
- Built a **personal network of 11,500 Healthcare Leaders** on LinkedIn.

### Core Competencies

- Strategic Planning, Growth and Forecasting / P&L
- Sales Process Optimization and Operations
- Results-Focus, Data-Driven Decision-Making
- Market Analysis and Go-to-Market Strategy
- Deal Development, Negotiation and Closing
- Marketing & Sales Enablement
- Recruiting, Training and Development
- Performance Management, Coaching / Mentoring
- Cross-Functional Collaboration
- Business Development and Partnerships
- Communication and Influence
- Innovation /Change Management

---

### Professional Experience

#### Vice President of Sales (Fractional)

Nov 2024 - Present

Business Development Consultant

Oct 2023 - Sept 2024

Factually Health | Columbus, Ohio (remote)

Factually Health is an award-winning, early-stage SaaS company using Artificial Intelligence (AI) to provide online factual health information from verified sources for any health topic to clients including: Healthcare Providers, Life Sciences, Digital Health, Home Health, and medically focused Not-for-Profit (NFP) Organizations.

- Report to the CEO, guided strategy to secure investor funding and facilitated acquisition of early partnerships and clients. Recruited, trained and led B2B sales team.
- Currently negotiating deals with national medically focused NFPs, top cancer and dementia clinics, physician practices, life science companies and digital health companies.

#### Vice President of Sales and Marketing

Apr 2018 - Oct 2023

PRC-Salttillo | Wooster, Ohio

PRC-Salttillo is a world leader in medical technology, software & SaaS for patients unable to use their natural voice due to congenital or acquired conditions. Clients include major hospital systems, schools, public and private insurance payers.

- Reported directly to the CEO, Responsible for company revenue growth strategy & execution.
- Aligned and led an 80-person sales & marketing team selling to healthcare providers & payers.
- Doubled sales from \$40M to \$80M/year despite COVID-19 closures, via B2B consultative sales training, performance accountability, client education & expanded trial program (15% CAGR vs.4% historical average).
- Trained & coached team to adopt customer-centric, solution selling & process-focused approach. Grew average revenue per account & increased sales per territory by an average of 60% by prioritization based on data
- Unified two competing national sales teams.98% retention rate, average 4.8/5 staff satisfaction rating.

- Led all marketing strategy, market research, corporate & product rebranding & product & digital marketing.
- Led successful go-to-market planning & product launch of 13 new products & services.
- Built & guided new inside sales team to \$10M/year by year three (government / VA RFPs)
- Led Sales Enablement: Created HIPAA and ISO regulatory compliant sales procedures & training. Led marketing & sales launch of new products. Guided development of corporate & product messaging.
- Generated 20,000 B2B leads & 5,000 new clients by coaching team to use CRM & nurture campaigns.
- Implemented team and individual goal setting, performance metrics & sales analytical tools such as CRM to build a culture of accountability, resulting in a 30% increase in goal attainment.
- Managed P&L and met 100% of annual sales forecasting and budgets.

### Director of Inside Sales/ Director of Marketing

Oct 2010 - Apr 2018

ESCO Technologies, LLC | Cincinnati, Ohio

Acquired by Sentrics in 2019, ESCO Technologies provided E-call & communications technology & SaaS to US Senior Living. Clients included Brookdale SL. Won 10 LTC awards incl. ALFA's (*Argentum*) 'Best-of-the-Best' award

- Aligned and led a 15-person sales & marketing team **selling complex solutions** to long-term care (LTC) providers
- Developed strategy, product marketing, branding & digital marketing (SEO, PPC, content marketing, social media, e-mail marketing) & creation of marketing materials (videos, websites, collateral & events).
- Recruited & trained 15-person sales & marketing team. Grew MQLs 100%, SQLs 60%
- Guided successful go-to-market marketing & sales planning & product launch of 6 new products & services
- Enhanced communication, sales process, CRM and performance accountability.
- Increased team closing ratio by 22% by coaching on upselling, cross-selling & closing techniques.
- Reduced sales cycle duration by 30% through sales process optimization and time management.
- Grew team revenue 41% to \$30M via new business acquisition and consultative sales techniques.
- Raised client satisfaction from 58% to 93% by developing a client service scorecard. Leveraged high customer service scores to generate glowing testimonials that generated new leads and increased renewals & CLV.
- Managed P&L and met 100% of annual sales forecasts and budgets.

### Vice President of Sales / Founder

Aug 2003 - Oct 2010

POW PROMOTIONS (Marketing Agency) | Toronto, Canada

A boutique marketing agency that developed one-of-a-kind national sales promotions, contests, events, and digital marketing campaigns for clients like Crayola, Domino's Pizza, Scotiabank, Wellpoint Health and Adidas.

- Led new customer acquisition. Pitched and closed new business with national brands across health, education, consumer products, and government sectors. Deal sizes ranged from \$10K to \$300K.
- Guided account management team & all major client meetings for health, education & government clients. Increased client retention rate by 25% via personalized client engagement strategies & upselling.
- Cultivated client relationships & built a track record of exceeding revenue targets by 20% annually.

## Education

**Wilfrid Laurier University, Master of Business Administration (MBA)** in Marketing & Strategy (Honors)

**University of Toronto, Master of Science (MS)** in Community Health & Behavioral Science (Honors)

**University of Toronto, Bachelor of Education (B Ed)** in Science & Health Education (Honors, Valedictorian)

## Certifications

**National Association of Sales Professionals**, Certified Professional Sales Leader (CPSL)

**University of Oxford**, Certificate in Digital Marketing & Disruptive Strategy

**Harvard University**, Certificate in Negotiation Mastery

**Additional Skills:** AI, Change Management, Channel Partners, Coaching, Complex Solution Selling, Consultative Sales, CRM Systems, Customer Journey, Digital Marketing, Enterprise Sales, Executive Presence, Financial Acumen, Healthcare Systems, HubSpot, Innovation, Lead Generation, Regulatory Compliance, Salesforce, Sales Analytics.