

# STEVE WERNIKOFF

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## SUMMARY

Innovative and resourceful medical device sales leader that is a well organized and detail oriented individual with a proven long term track record of success and accountability. For more than a decade has created and managed a team of highly effective consultative sales representatives for a Fortune 500 orthopaedic implant company, exceeding sales and P&L goals on a consistent basis. Excels at strategic planning and executing multiple product launches across divisions. Developed intense customer loyalty. Recognized as a company sales management leader and mentor demonstrating competency in critical skill sets including:

- Taking Market Share
- Hiring Top Talent
- Contract Negotiations
- Situational Leadership
- Market Research
- Conflict Resolution
- Sales & Business Development
- Motivation through Innovation
- Product Education & Training

## PROFESSIONAL EXPERIENCE

**STRYKER**, Chicago, IL

**2001-2015**

Orthopaedic Reconstructive Division - Hip & Knee

### **Sales Manager**, 2001-2015

Built and lead a team of ten highly successful sales representatives and associates that exceeded sales goals on an annual basis. Managed relationships with Key Orthopaedic Leaders and High Profile Inventor Consultant surgeons. Planned motivational and educational sales meetings. Designed and lead local and regional surgeon education seminars and cadaveric workshops.

- Exceeded sales quotas 9 out of 14 years and >97% PTQ – 13 out of 14 years.
- Responsible for generating over \$250,000,000.00 in sales over 14 years.
- Ranked in TOP 10% of all sales managers in the US.
- Achieved P&L and cost to sales goals 14 out of 14 years.
- Sales management advisory board and Sales Leadership Team presenter.
- Sales education advisory board and National Sales Meeting presenter.
- Successfully launched multiple specialty products that spun off into their own divisions over time: Cranio-Maxillofacial, Trauma, Spine, Extremity, Biologics, and Sports Medicine.
- International experience: China, Nepal, Vietnam, Ireland, France, Germany, Japan, Norway, Singapore, Australia, England, and Canada.

### **Previous Positions Held at STRYKER**

- Cranio-Maxillofacial - Sales Manager (Howmedica)
- Trauma - Sales Manager
- Spine - Sales Manager
- Upper Extremity - Sales Manager
- Biologics - Sales Manager
- Sports Medicine - Sales Manager
- Reconstructive Oncology – Sales Manager
- Sr. Sales Representative - Chicago Branch (Howmedica)

## **EDUCATION / TRAINING**

### **Bachelors Degree, Psychology**

Northeastern Illinois University, Chicago, IL

### **NREMT-Paramedic, Emergency Medicine**

McHenry County College, McHenry, IL

### **Professional Orthopedic Sales Representative**

Howmedica, East Rutherford, NJ

## **PROFESSIONAL DEVELOPMENT**

- **Gallup University**, Omaha, NE
  - Great Managers Advanced Program
  - Great Managers Introduction Program
  - Performance Management
- **Pangea Performance Consulting**, San Diego, CA & Missoula, MT
  - Field Management
  - Team Building
  - Conflict Resolution
  - Interviewing Top Talent
  - Contract Negotiating
  - Customer-Centric Selling
  - Best Practices Program
  - Talent Management & Development
  - Succession Planning
- **Stryker University**, Mahwah, NJ & Denver, CO
  - New Managers Introduction
  - Advanced Sales Management
  - Successful Interviewing
  - Management Coaching

## **ADDITIONAL INFORMATION**

- Commissioner - Long Grove Fire Department
- Operation Walk Chicago – Implant / Instrument Management & Surgical Advisor
- USSF Soccer Referee - currently certified for 2015 and active
- Past President & Board Member Long Grove Firefighters Association
- Past President & Board Member Country Club Estates HOA
- Former Paramedic School Instructor – South Lake County MICU
- Former Lieutenant and Shift Commander – Long Grove Fire Department