

Robyn Blatchford

robyn@robypdx.com • 503.944.9867 • <https://www.linkedin.com/in/robyn-blatchford-2023a8116> • <https://robyn.robypdx.com>

OVERVIEW

Proven sales professional with exceptional complex clinical consultation and leadership skills focused on the expansion and growth of medical and laboratory technology with the goal of improving healthcare, longevity, and the quality of life for all patients.

Sales Success

100% to Quota x 14 Years
7 Time President's Club Winner
Sales Leader 10 of 14 Years
Sales Training Developer
Strong Channel Sales Experience
Excellent Communicator/Collaborator

Health Focus

Clinic Based Women's Health Expertise
Diagnostic Molecular Testing Expertise
Dedicated Women's Health Advocate
Private Healthcare Leader
Strong Network of Well-Established Healthcare Professionals
Continued Personal Education & Development
Legacy Mount Hood Medical Center Foundation Trustee

EMPLOYMENT HISTORY

Laborie Medical Technologies • Senior Territory Manager OR, WA, ID, MT, WY, AK **March 2024-Present**

- Obstetrical, GYN, and NICU Medical Device and Diagnostic Test sales to Hospitals and OBGYN providers
- Labor & Delivery, Postpartum, and NICU solution education advocating for improved outcomes in Maternal and Neonatal Health
- Q2 Culture Award Winner
- The Heat is On Contest Award winner for ABBy sales
- 116% to quota year to date

Ceek Women's Health • Territory Manager OR, WA, ID, NV, HI **March 2023 – Jan 2024**

- Medical Device sales to OBGYN, GYN Oncology, UroGYN, Family Medicine clinicians
- MD/DO Residency, NP, PA, Medical Student, GTA education
- Navigate Healthcare system IDNs and GPOs to provide value-based solutions
- Exhibitor and Presenter at Regional Conferences and Society meetings
- Exceeded Quota first 3 months in role, 30 new customers with over 50% monthly reorder rate

Hologic • Diagnostic Specialist (DS) III, Women's Health **2008 – 2023**

- Consistently exceed sales expectations for 5 diagnostic products, for OR, ID, HI
- 7 Time President Club Winner
- Promotion to Hologic LabCorp Strategic Area Manager West in 2016: Assisting in DS business development around LabCorp accounts in 12 states and product growth, accomplished 111% to quota for 2016 west region.
- Develop key opinion leaders and provide Keynote and Interactive Diagnostic Presentations at National and Regional conferences and society meetings
- Provide sales overlay support and training for partner lab sales team (channel sales) using Synergy collaborative selling system
- Promotion to DS3 in 2012: Responsible for DS development and leadership for Diagnostic Division
- Promotion to Hologic new hire field sales trainer in 2010

Robyn Blatchford

robyn@robynpx.com • 503.944.9867 • <https://www.linkedin.com/in/robyn-blatchford-2023a8116> • <https://robyn.robynpx.com>

Mount Hood Women's Health, P.C. • Operations Manager

1999 – 2008

- Coordinated clinical operations for four physicians, three midwives, and 20 staff
- Responsible for staff development; credentialing; policy compliance; quality control of patient care services; executive board participation; liaison for community health and OBCCP; reimbursement and coding reconciliation; coordination of sales and services for DEXA, 3D Ultrasound, Aesthetic Lasers, OBAGI skincare, and IBICI stockings.
- Aesthetic Laser Technician
- Development and execution of physician office laboratory and phlebotomy

Gresham Obstetrics & Gynecology, P.C. • Front Office Manager/Clinical Staff

1992 – 1999

- Responsible for front office scheduling; daily reconciliation of monies; problem solve staff and patient issues.
- Medical Assistant/Front office/Phlebotomist/DEXA technician/Surgery scheduling

The Blue Lake Catering Company • Owner/Chef

1993 – 1998

- Owned and operated a successful catering company, specializing in custom dinner parties, weddings, wedding cakes, and corporate events for 50 to 350 guests.

EDUCATION & TRAINING

Bachelors of Science¹ • Willamette University

1991

Chef Certification • Western Culinary Institute

1993

Nutrition & Spanish • Mount Hood Community College

1993 – 2001

Maintaining the Financial Health of a Healthcare Organization • Portland State University

2007

Accelerated Supervision Series² • Portland State University

2008

Certification in Situational Leadership II • Hologic HR University

2018

Completion of Gallup Clifton Strengths Discovery Course

2021

Completion of DEI introduction for leadership

2022

¹ Degree in Biology with an emphasis in Chemistry

² Leadership training focused on Effective Communication, Team Development, HR, Managing Conflict, Coaching for Performance, Managing Change, Problem Solving and Decision Making

PERSONAL ACTIVITIES

Non-Profit support for women's health *Fem Forward Health Mobile Gynecology

Zarephathe Kitchen: youth volunteer program lead and cook for local soup kitchen

Entertaining/Catering

Skiing, Hiking, Camping, Gardening

Travel and local cuisine exploration