

Marc-Anthony Senat

VISIT MY WEBSITE AND LEARN ABOUT ME: <https://marcanthonysenat.com/>

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PERSONAL SUMMARY

I am a seasoned professional who possesses a diverse skill set encompassing sales, IT, project management, leadership, and operations, showcasing expertise in driving revenue through effective sales strategies, managing complex IT projects, demonstrating strong leadership qualities, and optimizing operational efficiency.

PROFESSIONAL EXPERIENCE

Central Indiana Vascular Care, Practice Administrator/Director Greenwood, IN 12/2022 – 06/2023

Oversee and manage the daily operations of the practice, ensuring smooth workflow and efficient patient scheduling. Oversee Revenue Cycle Management (billing, coding, and collections) processes to ensure accurate and timely reimbursement. Ensure compliance with all applicable laws, regulations, and healthcare standards, including HFAP, MIPS, HIPAA and OSHA. Work closely with physicians, clinicians, and staff to ensure efficient operations that maximize physician productivity while rendering quality patient care.

Key Achievements:

- Opened successfully satellite location to expand geographical footprint for patient access
- Launched successfully digital marketing program to promote new service line
- Implemented CRM software adopted through multiple centers companywide

Modern Rejuvenation Center, Operations Manager Carmel, IN 09/2016 – 03/2022

Oversaw the office's health practice including, operations, staffing, human resources, patient satisfaction, safety, and compliance. Maintained a culture of teamwork, collaboration, and ownership. Maintained operational duties including budget management, bookkeeping and accounting, marketing and delivering of services and products using various software. Managed all marketing/sales campaigns. Facilitated weekly meetings as needed to keep leadership and team members informed promoting cross-departmental communication.

Key Achievements:

- Increased company revenue year over year since 2016.
- Revamped social media accounts, improving user engagement by over 60% on Facebook, Instagram, and Google.
- Revamped the copy for the company website, increasing conversions by 49%.

BioTE® Medical, Physician Liaison Irving, TX 09/2015 - 08/2016

Researched and evaluated practitioners based on BioTE® Medical's criteria. Presented training and business programs to practitioners and financial management. Arranged physician and staff training, securing all required contracts and documentation as well as payment for training. Arranged and facilitated seminars for trained clinicians on a monthly basis.

Key Achievements:

- Created company presence previously non-existent by signing on offices throughout the state.
- Developed the pellet practice by guiding the Office Manager/Marketing Manager in with their marketing.
- Integrated BioTE® Medical into the practice through marketing support, seminar promotion, pre-training.

QuantiMed Solutions, Inc, Solutions Consultant/Medical Sales Rep Naperville, IL 09/2014 - 09/2015

Managed sales for various lines of products canvassing the state of Indiana. Sold medical devices and capital equipment to call points including: Dir. of Surgery/OR Managers, Dir. of Labor & Delivery, nursing managers and orthopedic, podiatric, vascular, and general surgeons. Developed new and managed all existing accounts in the territory. Acted as an advocate and resource to territory surgeons and clinicians.

Key Achievements:

- Increased client portfolio 400% in 8 mos.
- Established new business in a previously non-existent territory leveraging personal contacts, cold calling, networking
- Lead roll out of new product offering of a complete line of orthopedic power equipment and disposables

SLEEPTTEST Dental Sleep Marketing, V.P. of Sales Willowbrook, IL 02/2010 - 02/2014

Sold marketing solutions to assist dental sleep practices secure new sleep apneic patients. Sold acoustic reflection technology to dental and medical. Instructed dental and medical professionals in the proper protocols for identifying, diagnosing and treating sleep apnea. Trained dental marketing strategies to clients via webinars, seminars and trade shows. Hired, trained, and developed a sales team responsible for sales and marketing of orthodontic and dental devices to treat sleep apnea. Developed strategy, tactics, and marketing solutions to achieve revenue goals and lead budget planning processes.

Key Achievements:

- Drove on average 4 new patients per month equating to approximately \$3200/case in revenue growth
- Executed and/or lead over 40 dental marketing dental courses
- Developed new customer base by 15%

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ACI, Sales & Marketing Manager

Chicago, IL

07/2008 - 11/2009

Sold strategic medical industry conferences in healthcare to "C" level executives. Hired, managed and mentored a high performance inside sales team. Drove sector revenues by using sector experience, analysis (volume trend/performance), product knowledge and sales expertise to deliver revenue and win/retain business relationships. Brokered deals with marketing partners and interfaced with the production and marketing management on deal pricing and coordinating cross-product pricing. Negotiated deals or multi-product opportunities with marketing partners based on win/win revenue sharing. Assumed role as deal strategist to understand positioning of ACI products and solutions and strategize on contract renewals.

Key Achievements:

- Achieved between 99%-108% of goal month after month
- Grew business by more than 25% 4mo. straight and increased our team's profitability by 42%
- Increased team profitability by 75% by increasing deals from 4 to 7 deals per month per team member
- Expanded our team's new customer base by 18% adding on average 9 new clients per month

First Data Corporation, Account Executive

Greenwood Village, CO

01/2007 - 06/2008

Sold credit card processing software and hardware directly to business owners & final decision makers. Managed bank relationships with Business Development & Banking officers and Area & Relationship Managers through 8 different Citibank branches in both Spanish & English & 4 Banco Popular branches. Consulted clients on which products best suited their business goals and the application of those products.

Key Achievements:

- Surpassed expectations for 2007 achieving 134 % of a \$1.52MM per month quota
- Expanded bank relationships from 8 to 12 branches
- Closed two \$10MM + accounts comprising of a complete processing, software and hardware package suite.
- Closed 8 new accounts per month of 6 new accounts quota

Morgan Stanley – Discover Financial Services, Project Manager

Riverwoods, IL

01/2000 - 12/2006

Developed and enhanced core financial services processing, including credit cards, loans and other retail banking products/services. Designed and documented the business process requirements, procedures, reports and post-implementation plans. Successfully completed projects ahead of aggressive and unchangeable schedules and under the projected budgets.

Key Achievements:

- Awarded the President's Plate for outstanding achievement in 2002 & 2004
- Awarded Pinnacle of Excellence two years in a row
- Increased balance transfer profitability by 15% by implementing a new card member acquisition product
- Managed a project that provided the analysis and documentation to enable timely resolutions of an aggressive \$15MM project schedule for an application that generated an extra \$20MM per quarter

EDUCATION

University of Southern Indiana — Evansville, Indiana

Master of Business Administration, Health Administration

Medical Sales College — Littleton, CO

10-Week Academy Medical Sales Certificate

DePaul University — Chicago, IL

Computer Career Program Certificate - Structured Programming and System Design/Analysis

University of Iowa — Iowa City, Iowa

Bachelor of Arts, French Literature and English Literature, International Business Certificate

NOTABLE ACHIEVEMENT

Beta Gamma Sigma – Academic Business Honor Society

TECHNOLOGY PROFICIENCIES

CRMs (Salesforce, Zoho, Insightly, Infusionsoft) Advanced in Microsoft Office Suite, Structured Programming and System Design/Analysis (JCL, COBOL, Visio, HTML), Technical Documentation, Data Analysis, Analytical Skills, Stakeholder Management, Time Management, Project Management, Event Management, Growth Management, Program Management, Sales & Sales Management, Account Management, Operations Management, Sales Operations, Front Office Operations, Medical Office, Medical Devices, Electronic Medical Record (EMR), Compliance Regulations, Administration, Communication, Relationship Building, New Business Development, Business Growth Strategies, Marketing & Marketing Strategy, Strategic Planning for Growth, Project Planning, Event Planning, Customer Service, Team Building, Negotiation, Leadership & Team Leadership, Budgets, Public Speaking, Training, Contract Negotiation, Recruiting, Cold Calling, Coaching, Client Relations, Communication, Presentations, Project Performance, Proposal Generation