

# MICHAEL ROCKS

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## HEALTHCARE SALES LEADER

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Experienced sales leader with 10+ years of regional territory management, leadership, strategy and execution that consistently exceeds quarterly goals. Proven ability to master new markets rapidly, shortening the learning curve to delivering rapid commercial success. Experience and mastery of a broad range of products, disease states and services in the following specialties: Healthcare Software, Genetics, Oncology, Pathology, Radiology, Gastroenterology, Primary Care, Endocrinology, Cardiology, & Rheumatology

## CAREER EXPERIENCE

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### **CANCERIQ**, NATIONAL DIRECTOR OF LAB & CHANNEL PARTNERSHIPS

March 2020 – Present

Analyze strategic partnership opportunities against current and future needs, risk, and earnings potential. Set short and long-term growth strategies and evaluate effectiveness of current offerings and return of future programs. Direct and oversee the Value Based Enterprise sales policies, and initiatives within Safe Harbors of the Anti-Kickback Statutes through regularly interactions with Legal, Product, and Development teams in order to manage and execute new partnership agreements. Set forecasts and manage pipeline growth to maintain a continual growth curve of annual recurring revenues. Conduct market feedback research to make product, service, and customer success enhancements recommendations for improved sales and competitive advantages

#### Key Achievements:

- Doubled the size of CancerIQ's Lab Network, closing the largest partnership deal within first six months and \_\_\_\_\_ annual recurring revenue from \_\_\_\_ to \$730,000 from lab partners
- Led video production, creative, and editing for the Marketing launch of CancerIQ's Cerner EMR integration
- Expanded screening offerings beyond high-risk hereditary cancers into average-risk to expand partner base
- Pharma pitch deck leading to two active pharma contract negotiations

### **TEMPUS**, CLINICAL & RESEARCH EXECUTIVE, Manhattan, New York

January 2019 – January 2020

Developed the market for Tempus xT and xF tests at academic centers in anticipation of NY Wadsworth Committee approval Promote Tempus LENS data aggregation software to secure research discussions with Research Sales Team while engaging in trial opportunities through enrollment into Tempus TIME trial program.

#### Key Achievements:

- Secured a pancreatic cancer research agreement with NYU Langone's Perlmutter Cancer Center
- Obtained recurring testing from Herbert Irving Comprehensive Cancer Center of NY Presbyterian's Thoracic department chair despite not having NY state Wadsworth testing approval

### **MYRIAD GENETIC LABORATORIES**

STRATEGIC ACCOUNT MANAGER – New York, New Jersey, Connecticut

June 2014 – January 2019

Identified Business Development opportunities in health systems and lead C-suite level sales calls. Designed LEAN multi-specialty population health programs to improve early cancer detection that delivered downstream revenue, and lead teams of sales reps and medical service personnel and external stakeholders to execute projects. Often managing ten to twelve rolling projects per quarter while maintaining the success of previously launched programs, through strong partnerships with Regional and Area Sales Managers to coordinate account project plans and develop new market opportunities. Maintained LEAN certification and mastery of medical guidelines and standards such as CoC and NAPBC

## CAREER EXPERIENCE (Continued)

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### MYRIAD GENETIC LABORATORIES

STRATEGIC ACCOUNT MANAGER – New York, New Jersey, Connecticut  
June 2014 – January 2019

Key Achievements:

- o Designed all commercial and operational components of the "Tele-Education" pilot program in response to market demand, to improve to scale, and further substantiate competitive differentiation
- o Led the national rollout of the Tele-Education service to becoming its own business unit yielding >\$20M in Annual Recurring Revenue
- o Developed the Primary Care & Gastroenterology market – clinical vignettes, collateral, messaging - for myRisk
- o Created core Marketing collateral for the Women's Health sales team and for the Myriad's myGeneHistory, and Tele-Education national programs
- o Fostered a partnership with a software vendor, CancerIQ, that increased incremental testing volumes by up to 500%
- o Winner of Area Achievement awards 5 out of 5 years

ACCOUNT EXECUTIVE, Manhattan, New York  
October 2012 – JUNE 2014

Provided consultative sales of Myriad Genetic single syndrome and pan-cancer panel tests to Gynecologists by teaching testing and medical management guidelines.

Key Achievements:

- o Achieved President's Club, FY14; nationally ranked 3/169, surpassing BRACAnalysis and COLARIS goals by \$2M and \$300k; total annual revenue FY14: \$4,251,699
- o Created and led a national focus on Primary Care customers

**TAKEDA PHARMACEUTICALS**, PROFESSIONAL SALES REPRESENTATIVE, Brooklyn, NY  
October 2008 – October 2012

Promoted and sell Takeda's diabetes, hypertension, gout and heartburn therapies across primary care, endocrinology, cardiology, rheumatology, and gastroenterology specialties

Key Achievements:

- o Achieved President's Club, FY11; consistently ranked in the top 5% of the field sales force for two consecutive years, with an overall Divisional rank of 20/498 in FY10 and overall National rank of 55/1761 in FY11.
- o Winner of Product Launch Achievement, FY11; an award given to the Top 10 representatives nationally for a product launch
- o Promoted to Sales Training Department as a Training Field Advisor assisting in six training classes 2010-2011

**\*ADDITIONAL NON-HEALTHCARE EXPERIENCE AVAILABLE UPON REQUEST**

## EDUCATION

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**State University of New York at Fredonia**  
Bachelor of Science, Business Administration  
Marketing, 2004

**SME** Lean Bronze Certification (ENTER VALID DATE)

## AFFILIATIONS

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### CANCER SUPPORT COMMUNITY

- PRESIDENT of NYC Young Leadership Committee, 2010-2013
- BOARD MEMBER, Board of Directors, 2012-2013