

# KAREN L. BENNETT

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## Certified Aesthetic Laser Specialist

- ❑ **RN / Clinical Background.** Experience as a Registered Nurse and medical devices wound care industry professional; applies knowledge of skin and circulatory anatomy and physiology to objectively analyze client needs and create appropriate treatment plans and decisions. Reputation for integrity, dedication, and work ethic.
- ❑ **Medical Devices Technology Expertise.** Excellence in understanding of medical technology and application of lasers and other devices for medical treatment gained from industry experience, including need for high standards of product knowledge and exacting attention to detail in the application and operation of devices.
- ❑ **Customer Service and Communications Success.** Highly successful and progressive sales and marketing career path in healthcare/medical sales. Utilizes problem solving approach to produce outcomes to benefit both customers and company objectives, to help grow business. Thrives in both team and leadership roles.

*Certified Aesthetic Laser Technician Specialist • Nursing Background (RN) • Laser Hair Removal • Laser Tattoo Removal • Spider Vein Reduction • Anti-aging treatments • Clinical Assessment • Creative Problem Solving Healthcare Sales • Customer Service • Marketing • Communications • Medical Devices*

## ACHIEVEMENT HIGHLIGHTS

- As product manager, achieved a turnaround and increased sales for first time in 3 years, resulting in 167% of budget year 1 and 237% of budget year 2 for medical devices for hospitals and homecare.
- As product manager for woundcare and Doppler medical devices manufacturer, co-authored infection control policy, showing importance of attention to detail, industry standards, measuring outcomes and ethical considerations
- Consistent and multiple customer service awards and recognitions for service to customers beyond company expectations and customer awarded, resulting in repeat custom and business.

## PROFESSIONAL EXPERIENCE

INFINITUS BUSINESS CONSULTING , LLC., VA, CO

### **Principle Marketing Management Consultant (1996-Present)**

Apply dynamic strategic planning and product development/management skills toward consistently achieving critical deadlines and maintaining high quality standards in the delivery of products, services, and sales enablement tools. Maintain full accountability for overseeing all aspects of day-to-day activities while matrix managing geographically-dispersed teams. Design, develop, and implement innovative product development and marketing initiatives, integral to maximizing productivity and profitability.

Key Clients:

- **Huntleigh Healthcare USA (Now Arjo Huntleigh)**  
Interim product manager on contract to provide market research and new product development proposals for US market for range of pressure relieving support systems, emergency room equipment and critical care.

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*Key Clients – Continued:*

- **Cardlink, LLC** Maryland – Performed a diverse range of marketing research and product management, bringing new smart card POS patient billing technology to healthcare providers and insurance companies.
- **Hospitality Marketing and Business Management**, (company confidential) – Played a key role in consulting with all aspects of a winery and small resort for set up, strategic planning, and management of new direct sales channel to consumers.
- **Prudential Real Estate** – Facilitated the integration and development of a franchise relocation department after merger of five businesses. Initiated new standards of customer service, training, and B2B corporate client services. Growth of B2B sales and internet business.

HUNTLEIGH HEALTHCARE PLC, (1989 – 1996)

Luton, England

Medium size manufacturer of medical, diagnostic devices and medical equipment in 66 countries worldwide and revenues over \$200m yearly. Now ArjoHuntleigh. [www.Arjohuntleigh.com/ukh](http://www.Arjohuntleigh.com/ukh)

**Senior Product Manager - Patient Support Systems (Jan 1995 – Oct 1996)**

Working with hospital clinical specialists, managers, policy makers and nurses, combined with team of across function departments within the company to research, propose and develop new medical products and services for acute care healthcare users. Responsible for profitability, budgeting, cost analysis, policies and procedures including infection control, wound care and safe lifting and handling techniques. Products developed and updated, included patient positioning and handling support systems, including imaging systems used in cardiac angiogram procedures, ER departments, day surgery, ITU patient therapy positioning, cardiac intensive and post surgical, trauma injury management, orthopedics, stroke rehabilitation and wound care.

*Key Accomplishments*

- European hospital research in the newly acquired divisions 40 year history and modifying product design for each individual market.
- Development of new ambulatory surgical support systems for Europe and the US.

**Product Manager, Pressure Relieving Patient Support Systems - International Markets (1993 – 1995)**

Product Manager working successfully with engineers, clinical decision makers, wound care and clinical nurse specialists to re-design and update product portfolio to more successfully meet the needs of clinical professionals in the acute care setting.

*Key Accomplishments*

- Co-author of 1<sup>st</sup> company infection control policy for patient support systems and wound care, for implementation in UK and European hospital acute care, to meet healthcare policy standards while providing the basis for a US market policy.

**Regional Sales Manager, UK, (1991 – 1993)**

Leading and growing a team of Nurse Advisors, customer support and engineers from 3 to 10 personnel, to deliver exceptional service to acute care establishments in the UK health system, managing forecasts,

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budgets and sales quotas, training and mentoring team members to perform and exceed company expectations.

*Key Accomplishments*

- Successful turned around of under performing regional team, increasing market share and achieve significantly over budget results to become top performing area by providing outstanding customer support and relations
- Led the negotiation of the first ever company regional sales agreement to become a preferred provider to leading regional health authority, to provide cost reduction effective policy for wound care and patient management.

**Nurse Advisor, UK, (1989 – 1991)**

Providing clinical advice for acute care and long term care management of debicutus ulcer / pressure sore prevention and wound care management. Consulting with clinical nurse managers, wound care, infection control, financial managers and senior hospital management, while delivering exceptional educational support to acute care clinical staff, and outstanding customer service.

*Key Accomplishments*

- Company award and recognition for providing customer service above and beyond company expectations
- Doubly promoted to Regional Team Manager after only 18 months

**EDUCATION**

**Registered General Nurse** - York School of Nursing, York, England – 3yr degree  
**Advanced Certificate Marketing** - Chartered Institute of Marketing, UK – 3 yr degee program  
**Nursing License NCLEX Review Study (US)** 2010-2011

**LICENSES & CERTIFICATIONS**

**Certified Laser Specialist** – Rocky Mountain Laser College, CO  
**RN License, UK** (Credentials available)  
**Certified Professional Coach** - Coaches Institute International

**PROFESSIONAL TRAINING & DEVELOPMENT**

Nursing Management; Lifting and Handling; Customer Orientated Selling; Managing Sales Productivity; Transactional Analysis; Fundamentals of Marketing; Preparing a Marketing Plan; Finance for Non-Financial Managers; Strategic Planning; Achieving Results Through Interpersonal Skills; Quantum Leap Sales Management Training Course; Marketing Information Analysis; Marketing Management

**VOLUNTEER ACTIVITIES**

Cardiac Unit and Surgical Unit at Medical Center of the Rockies, Loveland, CO

**MEMBERSHIPS**

American Heart Association; American Stroke Association