

# MIKE RUST

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## SEASONED SALES EXECUTIVE | CHANGE MANAGER | BUSINESS DEVELOPMENT

**Proven Talent in Cultivating Strategic Relationships, Increasing Customer Base and Maximizing Account Sales**

US + Global Markets | Process Standardization | Aggressive Brand Development | Verified Multimillion Dollar Annual Returns

Results-driven sales and operations professional with 15+ years of comprehensive experience in US markets for products with a global footprint working as confident leader, trusted advisor, resourceful planner, and collaborative team member.

In-depth knowledge and a notable performance history of sales success within the medical software, auto and mortgage sectors. Skilled at process improvement, staff management, sales growth and ambitious long-term financial goals.

**Precise and effective communicator**, adept at utilizing a consultative sales strategy in negotiating with clients and partners, providing simple solutions to complex problems, hearing customer needs, and motivating team members to reach top performance. A trusted partner with clinical teams to effectively gauge patient needs and ensure quality deliverables.

**Adept at navigating demanding expectations for revenue increases, market growth**, product portfolio expansion and client base increases while managing persistent timelines, developing efficient budgets, and strictly monitoring costs.

**Confident leader and member of cross-functional teams**, with a reputation for effectively leading through open communications and exhibiting high ethical standards in pursuit of brand building and effective, strategic partnerships.

**A confident thinker with a passion for reaching targeted goals**, developing real client relationships, and generating true company value—*poised to join a firm that needs a bridge builder across business units and an expert operational mind.*

### AREAS OF EXPERTISE

- Business Development & Planning
- Revenue Projections
- Accurate Performance Reporting
- Brand Definition & Management
- Budget Oversight & Cost Control
- Contract Negotiation
- Competitive Market Positioning
- Consultative & Collaborative Sales
- Creative & Strategic Planning
- CRM Systems Software
- Organizational & Leadership Skills
- Efficiency & Process Improvement
- Market & Competitive Analysis
- Presentation & Public Speaking
- Technical Training Programs
- Relationship-Based Selling
- Time & Resource Optimization
- Written & Oral Communications

### PROFESSIONAL HISTORY

**OPIE Software** — Gainesville, FL • June 2008 – June 2017

**DIRECTOR OF SALES / BUSINESS DEVELOPMENT LEADER**

Recruited as one of the company's first 15 employees. Currently lead broad sales efforts for software enabling the seamless connection of front office administrative staff, practitioners, fab technicians, billing staff, and the management team, using integrated workflow processes that create complete electronic medical records. Establish and lead all sales initiatives as well as prospecting, presenting, conducting discovery and closing new business. Design and implement all processes, forecasts and projects in close collaboration with the executive team, with a focus on data, development and account strategy.

Represent the company at national conferences, tradeshow and industry events to enhance brand awareness through technical presentations to practitioners and lead acquisition. Work closely with the Director of Support, IT and Development.

- **Increased market penetration for OPIE Practice Management Software from 4% to 65% in eight years**, consistently achieving 200% of quota through professional on-line demonstrations and technical workshops at state and national meetings. **Established a consistent closing ratio of greater than 50%.**
- **Spearheaded growth from 93 clients in 2008 to a current roster of 500+ practices** representing more than 1300 location in all 50 states, Australia and Canada.
- **Grew revenue at least \$1M per year**, from under \$750K in 2008 to more than \$8M in annual sales in 2015 with a target for \$10M in 2017.

- **Design and lead technical workshops at association meetings across the country at least eight times per year.**  
Additionally train colleagues to effectively and properly lead training sessions at client sites.
- **Personally perform at least 125 product demonstrations per year,** serving as the primary client liaison, technical modeler and troubleshooting guru.

**Abbey Mortgage Company** — Ocala, FL ▪ **November 2003 – June 2008**

**MORTGAGE LOAN ORIGINATOR**

Utilized advertising and marketing to originate mortgage loans per year, with a total of at least 500 clients during tenure. Served as a go-to on all aspects of business development, advertising, marketing campaign development, web placement and end-to-end client services.

**Taylor Volvo** — Gainesville, FL ▪ **February 2000 – September 2003**

**SALES MANAGER**

Managed a multimillion dollar inventory of new and used automobiles, as well as a team of four sales professionals. Directly responsible for more than \$8M in average annual sales, totaling \$25M over three years.

**AABCO Mortgage** — Gainesville, FL ▪ **January 1997 – January 2000**

**MORTGAGE BROKER**

Originated hundreds of mortgage loans worth millions of dollars through cold-calling, advertising and direct marketing.

**CERTIFICATIONS**

Completed Integrity Selling sales course through Integrity Solutions.

Consultative Sales instruction by John Spence

**EDUCATION**

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**Liberal Arts, University of Florida,** Gainesville, FL ▪ 1994 – 1996

**ADDITIONAL PROFESSIONAL INFORMATION**

Four years in the US Army as a Specialist (E-4) with intensive language study at The Defense Language Institute

Certified in Spanish and Polish