

## KIMBERLY HAMMONTREE

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Award winning, results-driven Sr. Global Sales Training Specialist and Instructional Designer with 20+ years of training experience selling cutting edge laboratory diagnostic technologies and medical devices.

My expertise is applying adult learning principles designed to drive product and revenue growth while providing visionary leadership in highly competitive markets. I utilize my instructional designs and sales training skills to increase profitability and profit margins, incorporate training methods to optimize learner engagement and retention, and deliver training aimed at maximizing organizational outcomes.

I excel at:

- Project Management
- Analyzing training needs
- Developing Competencies
- Designing and developing impactful training content
- Collaborating with cross functional teams and subject matter experts
- Selecting optimal learner delivery methods to increase engagement and retention,
- Designing and developing assessments to evaluate training effectiveness and success rates.
- Developing and implementing evaluation metrics.
- Leveraging experiential training
- Developing coaching activities/demonstrations designed to maximize the learner's retention, and
- Successful program implementation

### SR GLOBAL SALES TRAINING SPECIALIST

THERMO FISHER SCIENTIFIC

11/2021 - Present

As a Senior Global Sales Training Specialist in the Chromatography & Mass Spectrometry division, I acted as a subject matter expert in adult learning with expertise in sales and sales processes, conducting training needs analysis, curating and developing training competencies through collaboration with cross-functional teams (e.g, subject matter experts, Marketing, Product Managers, Finance, etc.), developing interval coaching activities to reinforce training, implementing training programs, and measuring and reporting the programs effectiveness (e.g. ROI, key outcome data and statistics) to key stakeholders in the Chromatography and Mass Spectrometry division (CMD).

I was the Project Manager for the New Hire Onboarding and Training Program which has provided 1.7M in annual revenue.

### TRAINING

- Curriculum and Course Development and Training
- New Products Introduction Training
- New Hire Onboarding and Training - Using ADDIE
  - Conduct Training Needs Analysis
  - Designed New Hire Onboarding Content
    - Markets

- Products
  - Tools & Systems
  - Business Processes
  - Sales Skills
- Designed and Developed the New Hire Onboarding program
- Implemented the New Hire Onboarding program
- Provide ongoing evaluation of program effectiveness
  - Surveys
  - Assessments
- Markets Training
  - Clinical and Toxicology
  - Environmental and Geological
  - Food and Agriculture
  - Industrial
  - Pharma and Biotech
  - Omics
- Product Training - Developed and Delivered training for 200+ Medical and Laboratory Devices and consumables in 8 Product Categories:
  - Consumables
  - Software
  - Discrete Industrial Analysis and Ion Chromatography Sample Preparation
  - Gas Chromatography and Gas Chromatography and Mass Spectrometry
  - High Performance Liquid Chromatography
  - Inorganic Mass Spectrometry
  - Life Sciences Mass Spectrometry
  - Trace Elemental Analysis
  - Experiential Training in system and service technology skills
- Developed Tools and Systems training
  - SFDC
  - CPQ
  - Highspot
  - Brainshark
- Business Processes
  - eCommerce
  - Financial Services
  - Global Applications
  - Order Management
  - Instruments and Enterprise Services

**Knowledge:** Adult learning principles, Kirkpatrick - Phillips Evaluation & ROI Model, Gagne Model, Develop Competencies, Develop Applications and Advance Technology Training, Conduct training research, Instructional Design using Articulate, Rise 360, and Vyond.

**Skills:** Surgeon-led medical device training, in-service experience and OR efficiencies. I have a highly developed aptitude for critical thinking and problem solving, analytical skills, interpersonal skills, excellent oral and written communications skills, ability to work in a team environment/independently, technical, time management and leadership skills.

**STRATEGIC ACCOUNT EXECUTIVE AND TRAINER**

NOVA BIOMEDICAL

8/2015 – 9/2021

Sold and Trained In Vitro Diagnostic Testing Hospital Blood Gas and Critical Care Analyzers to support the care of hospitalized and critically ill patients to the Laboratory, Emergency, Surgical (General, Emergency, Cardiovascular and Transplantation) Critical Care Units, POC and Respiratory Therapy teams. Successfully sold to IDN's.

**TRAINING**

- Curriculum Development and Training
  - New Products
  - Competitive Products
  - SWOT Analysis Training
  - Data Analysis and Interpretation
    - ROI Training
      - Developed Tool and Trained
    - SFDC
      - How to effectively collect, analyze and use
      - Target Development
      - Pipeline Development
      - Territory Management
- Curriculum Development and ongoing maintenance
- Instructor-Led-Training and Competency
  - On-site
  - Distance Learning Training
- Experience with e-learning, and instructional design methods
- Experience in hospital systems cross-functional/cross-departmental projects involving complex departmental teams.
- Ensure compliance of SOP's, OSHA, CLIA, FDA, CLIA and Joint Commission regulations.
- IT/Applications training
- Drive continuous process improvement and assess effectiveness

**INTERVENTIONAL PAIN MANAGEMENT SALES EXECUTIVE & TRAINER/SR PRICING ANALYST**

HALYARD HEALTH

5/2011 – 8/2015

Sold Radiofrequency Generator Medical Devices and accessories, surgical procedural needles, kits and trays for Cooled-RF.

- Designed, developed and led collaboration across various business units to create a Salesforce.com program which improves national and regional sales marketing efficiencies, captures real-time marketing data thereby increasing competitive edge and provides effective targeting for field sales as well as marketing.
- Designed and Implemented automated Quoting and Ordering System through Salesforce.com. Organizational return of 1.2 MM per year.

- Designed, developed and implemented digital strategy to grow market segment. 5 series Market Marketing campaign targeting VA/Military account driving Revenue of 4MM.
- Designed and Implemented ROI tool that measures and forecasts the short and long term effects of business proposal/quotes.
- Presented gap training to the sales teams to maximize pricing and financial impact.
- Provided market and competitive data analysis to understand trends that affect success of the product lines and future growth opportunities.
- Identify and manage relationships with national and local KOLs, advisory boards, and 'Champions' in collaboration with territory and regional sales objectives.
- Strategic Planning/Cross-functional Training - co-planning and presented strategic initiatives at National Sales Meeting for team selling. Utilized customer segmentation, such as customer type and buying habits, for strategic business planning and reach peak profitability.

### **TRAINING**

- Curriculum Development and Training for New Hires
  - Product Overview and Portfolio Training
  - Clinical Procedure Training
  - Training Manuals
  - Role-Play Activities
  - Challenger Sales Training
  - Provided Subject Expert Training
  - Business Analytics - ROI Training - Tenure Representative Advanced Training
  - Data Mining
- Surgical Cooled Radiofrequency Training and Field Training
- OR Case Support of Interventional Radiologist/Anesthesiologist
- Anatomic Placement Training - Spine, Knee, Hip
- Facilitated Cadaver Workshops

### **SENIOR PROFESSIONAL SALES REPRESENTATIVE/REGIONAL AND NATIONAL TRAINER**

JOHNSON & JOHNSON/ORTHODERMATOLOGICS

6/1997 to 6/2010

### **EDUCATION**

Bachelor of Business Administration    \*Kennesaw State University    Kennesaw, GA