

**JAMES F. FERONE**  
458 SKINNER COURT  
TOMKINS COVE, NEW YORK 10586  
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*SUMMARY*

- Accomplished pharmaceutical sales professional.
- Solid academic training.
- Strong background in selling to physicians and hospital formularies.
- Adept marketing strategist with recognized achievements in domestic and international sales.
- Compelling negotiator with bilingual oral, written, and public speaking communication skills in English and Greek.
- Practiced computer literacy.
- Proven ability to accept sales assignments and deliver desired and effective results.

*EXPERIENCE*

**Cardiovascular Specialist, Bronx and Westchester**

*February 2000 to present*

CENTOCOR • MALVERN, PA

Promote cardiac drugs such as Retavase, Reopro, and Fragmin to cardiologists, radiologists, and hospital emergency medical physicians for this wholly owned biotech subsidiary of Johnson & Johnson. Frequently visit nine hospitals, targeting 28 hospitals in all for penetration. Regularly host round table discussions with physicians, which enable sharing of information and promotion of these drugs.

**Accomplishments:**

- Achieved an increase of more than 100% in sales in the year 2000 compared to 1999.
- Credited for getting Retavase on formulary at the Westchester Medical.
- Achieved therapeutic conversion in three hospitals for Retavase, replacing a competitive drug.
- Precluded competitive entry in two hospitals by educating hospital physicians and pharmacists about the superior benefits of Retavase.

**Territory Business Manager**

*January 1998 to February 2000*

BRISTOL-MYERS SQUIBB • PRINCETON, NJ

Sold two million dollars worth of cardiovascular and diabetic medication annually to community hospitals, clinics, and physicians in Brooklyn and Queens. Called on endocrinologists, cardiologists, and internists, regularly hosting round table discussions and lectures to provide sharing of information and to promote the products. Frequently served as a managed health care specialist and hospital trainer of newly hired sales personnel.

**Accomplishments:**

- Exceeded sales goal for 1999 by 10%.
- Ranked as nineteenth in sales across the country among 130 salespeople.
- Achieved honorable mention three times for the highest market share in the company monthly magazine.
- Credited with for developing a marketing initiative for the Medicare and Medicaid participants of HMO's.

**Community Hospital Sales Representative**

*February 1997 to January 1998*

INNOVEX, INC. • PARSIPPANY, NJ

Served as a sales representative under annual contract to Bristol Myers Squibb for this company that contracted sales personnel to large pharmaceutical companies for long term assignments. Sold anti-infective antibiotics to institutions, concentrating on 14 hospitals in the northern part of the Metropolitan New York Area. Arranged and coordinated social functions and lectures for physicians that additionally facilitated round table discussions that promoted the use of Bristol Myers Squibb products.

**Accomplishments:**

- Commended for achieving formulary acceptance in six hospitals within a six month period.
- Ranked among the top third of the regional sales force in sales in 1997.
- Credited with developing a sizable market share from scratch in new products.

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*EXPERIENCE continued:*

**Account Support Representative**

*May 1995 to February 1997*

MERCK-MEDCO MANAGED CARE • MONTVALE, NJ

Managed 41 clients encompassing more than 150,000 members for this prescription drug managed care company. Worked with prominent corporations such as Genovese, Comp USA, and Office Depot. Dealt with major unions. Administered eligibility, claims adjustments, and overrides. Analyzed and identified utilization patterns. Identified opportunities to expand business through proactive initiatives in managed care. Regularly promoted new managed care products such as Disease & Outcome Management, Formulary Management, Retail Pharmacy Networks, and Mail-Service Prescription programs.

**Accomplishments:**

- Commended for persuading a substantial number of clients to buy the Merck Utilization Software Program.

**Sales Manager**

*April 1991 to May 1995*

BSI, INC. • LEONIA, NJ

Served as sales manager for this import-export company that specialized in selling cosmetics in Latin America. Oversaw five subordinates in the US and the efforts of five sales representatives overseas. Conducted market studies on all aspects of the beauty care market in Colombia. Directed packaging and literature design of products manufactured in the US and targeted for Latin American markets. Developed distribution channels. Hired and supervised graphic designers in the creation of promotional material. Orchestrated the promotion of products through trade shows and special retail promotions.

**Accomplishments:**

- Commended for originating and implementing highly effective cosmetic retailing strategies.
- Developed an ongoing effective sales force from scratch.
- Penetrated five of the largest retail chains in Latin America.
- Generated \$850,000 in international sales, increasing revenue by 40%.

*EDUCATION*

**Bachelor of Arts in Economics**

*1991*

ST. JOHN'S UNIVERSITY, QUEENS, NY

*Attended a number of seminars and special training sessions conducted by industry associations, and private consulting organizations on such subjects as Sales, Leadership, Time and People Management, and Business Writing.*

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*References available upon request*