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September 16, 2019

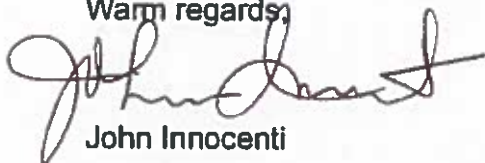
Ms. Teri Donnellan
Executive Assistant
Tri-City Medical Center
4002 Vista Way
Oceanside, CA 92056

Dear Ms. Donnellan,

I saw the announcement in this past week's "Coast News" that the Tri-City Healthcare District Board is looking for district residents to serve on the Community Healthcare Alliance Committee. Please accept this letter as my desire to serve as a working Board Committee member. My entire career, dating back to 1978, has been in the healthcare industry. I received my degree in Medical Technology and worked as a Medical Laboratory Technician for four years in a mid-sized hospital in Maryland. Since 1983 I have been in various sales and marketing positions within the In Vitro Diagnostics/Biotech community. I have been a resident of Oceanside for 5 years and a resident of Carlsbad for 9 years. I believe that my years of experience in the healthcare industry makes me an ideal candidate to serve on this Committee.

I appreciate your consideration and look forward to your reply.

Warm regards,



John Innocenti



John Innocenti



966 Mariner Street
Carlsbad, CA 92011

Cell: (760) 717-3474
john_innocenti@yahoo.com

Results-focused sales and marketing professional with 36 years of management and team leadership in the healthcare industry.

Sales, marketing & management expertise spanning the clinical laboratory diagnostics, medical device and biotech industries.

ACON Laboratories, Inc.

2014 - Present

Senior Director of Product Marketing and Corporate Sales **Dec 2018 to Present**

In addition to my role and responsibilities as the Director of Product Marketing, I am now responsible for the US Professional Sales Team.

Director of Product Marketing

July 2017 to Dec 2018

Responsible for a team of eight marketing personnel who manage all downstream product marketing functions relating to all existing product lines for the International (Europe and Latin America), US Retail and US Professional market segments and channels.

Acting Director, European Sales & Strategic Marketing

April 2017 to July 2017

In addition to my role and responsibilities as the European Strategic Market Manager, I was responsible for the management of a group of four European Sales Representatives, selling products across the entire product portfolio.

Strategic Market Manager, Europe

June 2016 to April 2017

Continuing assessment of existing global distribution partners as to their compatibility to certain channel markets as well as the long-term ability to adequately sell the entire portfolio of products. Also responsible for the assessment and qualification of all new global distribution partners through the same methods. Product expert for all portfolio products, providing new and ongoing distributor training and new product introductions.

U.S. Sales Manager, Clinical Chemistry Division

March 2014 – June 2016

Global in-vitro diagnostic company offering a portfolio of urinalysis, hemoglobin, cholesterol/lipids, coagulation and alcohol testing devices targeting the point-of-care market.

- Established and maintained relationships with OEM partners and distributors
- Compiled lists of prospective customers for use as sales leads through existing relationships, trade shows, internet web site searches and other sources
- Maintained telephone and email communication and travels throughout the U.S. to call on current and prospective customers
- Introduced new products to current and prospective customers
- Generated sales forecasts for each customer by existing and new product needs
- Prepared sales strategies for each product that will attain and surpass sales goals
- Prepared price quotations, distribution agreements, and sales contracts
- Worked with Sales and Marketing to keep account activities and marketing collateral up to date, as well as offer suggestions for changes to same
- Provided competitive updates and analysis for Marketing and R&D
- Provided customer and distributor product training
- Managed territory budgets effectively to maximize sales per dollar and total expenses

Quality Lab Solutions, LLC
CEO/Managing Member

2012 – 2014

In-vitro diagnostic consulting company offering services to hospital and physician office clinical laboratories, as well as industry manufacturers and sales and marketing organizations that include the following:

- Advertising and Promotions
- Business, Marketing and Sales Plan Creation and Implementation
- Distribution and Channel Sales Development
- Market Research/Studies
- New Business Start-Up
- New Product Development, Introduction and Roll-Out
- Strategic Planning
- Trade Show Development and Management

Audit MicroControls, Inc., Carlsbad, CA

2002 - 2012

President

2005 - 2012

Director Sales/Marketing and Business Development

2002 - 2005

- Managed the sales, marketing and business development duties and responsibilities for a clinical laboratory diagnostics company which sold quality control products to hospital, physicians' office (POL) and reference laboratories within the U.S. and internationally.
- Developed specific product lines and product branding.
- Established several domestic and international distribution sales channels.
- Achieved corporate brand recognition through the identification and management of external sources for web design and maintenance, product branding, labeling and packaging, trade show booth design and graphics.
- Wrote and designed sales and marketing collateral for both distribution and direct sales efforts.
- Maintained a 25-30% sales growth from year to year over a 7-year period, ultimately achieving \$5M in annual sales with 15 employees, including 6 regional sales representatives.
- Created short-term and long-term sales, marketing and business plans annually.

Dynacare Laboratories, Houston, TX

2000 - 2002

Marketing Manager

- Managed and maintained all direct marketing efforts for ten U.S. branches of a clinical reference laboratory with its headquarters in Houston, TX.
- Wrote a 250-page catalog which detailed the reference laboratory services provided.

Alexon-Trend, Inc., Ramsey, MN (formerly Seradyn Diagnostics)

1993 - 2000

Product Marketing Manager

- Managed and maintained all sales and marketing functions for a line of parasitology and bacteria-related diagnostic and rapid test kits and quality control products, as well as microplate-based ELISA test kits for serology.

Pharmacia/ENI Diagnostics, Columbia, MD

1990 – 1993

Sales & Marketing Manager

- Managed and maintained all marketing efforts for a line of serological and microplate-based test kits devoted to infectious diseases.

Flow Laboratories, McLean, VA

1987 - 1990

Product Manager

- Managed and maintained all sales and marketing efforts for a line of microplate based ELISA instrumentation that included ELISA microplate readers, washers and micropipette delivery systems.

Columbia Diagnostics, Springfield, VA

1982 – 1987

Regional Sales Manager

- Responsible for the direct sales efforts of approximately 5,000 different clinical laboratory diagnostics and disposables within the Greater Washington, D.C. geographic region.

Montgomery General Hospital

1978 – 1982

Chemistry Lab Technician

- Responsible for performing daily clinical chemistry laboratory manual and automated testing
- Served as laboratory representative on the CODE Team

Skills, Knowledge, Expertise

- Account Management
- Advertising and Promotions
- Business, Marketing and Sales Plan Creation and Implementation
- Clinical Diagnostics - Direct Sales and Marketing Management
- Distribution and Channel Sales Development and Management
- FDA 510(k) Product Submission and Clearance
- Market Research and Study Development, Implementation and Review
- New Business Start-Up
- New Product Development/Introduction/Roll-Out
- Personnel Development
- Product Management
- Strategic Planning
- Technical Product Knowledge and Management
- Trade Show Development and Management

Education

Montgomery College, Takoma Park, MD
Associate of Arts, Medical Laboratory Technology

University of Maryland, College Park, MD
Microbiology/Business Management

Awards

President's Club (100% or greater of annual sales forecast), Columbia Diagnostics, 1984, 1985, 1986

Publications

"Identification of *Giardia lamblia* using the One-Specimen Parasite Protocol", Clinical Lab Products, August 1999

Volunteer Experience

Cystic Fibrosis Foundation, San Diego, CA, July 2012 to February 2018
The Vision of Children Foundation, San Diego, CA, June 2019 to present