

## KENT A. CORBETT

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### OBJECTIVE: BIOPHARMACEUTICAL SALES MANAGEMENT; ACCOUNT MANAGEMENT; SALES CONTRIBUTOR

Results-driven senior-level Pharmaceutical Sales District Manager with successful 12+ year record of national level awards and top rankings with Novo Nordisk and AstraZeneca, managing representatives covering parts of 7 states. Experience in numerous specialties/call points: Neurology, Endocrinology, OB/GYN, GI, Pulmonology, Oncology, Urology, Cardiology/IV Cardiology, Pediatrics, ENT, Immunology, Allergy & Psychology. Experience leading and developing a sales teams calling on teaching institutions, integrated delivery networks (IDNs), specialty pharmacies/Buy & Bill, state and local governments, employers, VA Hospitals, LTC Centers & Surgery Centers.

Sales management success can be demonstrated by recent results: (1) In 2017 Circle of Excellence winner & Apis Cup winner - #1 DM in nation; (2) increased district market share from 11% in 2016 to nearly 25% in 2017; and (3) led 6 out of 7 reps to be in contention for 2017 Circle of Excellence.

### CORE COMPETENCIES

- Aligning national and regional targeting strategy
- Achieving results in access challenged markets
- Maintaining high sales rep retention rate
- Identifying / implementing cost-cutting measures
- Launching new specialty sales divisions
- Developing core clinical selling skills of all reps
- Creating district contests to maximize rep engagement
- Hiring, coaching, and developing top sales performers
- Maximizing market growth through territory realignment
- Empowering / developing district business champions

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### PROFESSIONAL EXPERIENCE

#### NOVO NORDISK A/S

07/2012 – 1/2018

#### **Specialty District Business Manager – TN / SW VA - (10/2015 – 1/2018)**

New start-up division, overseeing 8 representatives in East, Middle TN and SW VA to launch and drive sales growth for Saxenda (obesity medication) by calling on IDN's, primary care, bariatric surgeons, OB/GYN, Psychiatry and Endocrinologists. Responsible account level pull-through with hospitals / IDNs, teaching hospitals, C-suite accounts and employers. Worked closely with specialty pharmacies, legal and national / area account directors for coordination of access.

- Finished 2017 #1 in US (35 districts), 2017 Circle of Excellence winner and Apis Cup (highest award - #1 DBM in US).
- Achieved 118.1% of quota (through 2017 year to date reporting) with annual prescription volume increasing from 1,900 prescriptions in 2016 to 6,700 in 2017.
- Developed and implemented district strategy, achieving double and triple digit growth in five key accounts:
  - State of Tennessee (increased from 0 to 400+ prescriptions quarterly with 62% market share).
  - Commonwealth of Virginia (increased from 180 to 200+ prescriptions quarterly with 52% market share).
  - CVS Caremark (increased from 70 to 300+ prescriptions quarterly with 52% market share).
  - Express Scripts (increased from 15 to 60+ prescriptions quarterly with 35% market share).
  - HCA (increased from 70 to 250+ prescriptions quarterly with 75.7% market share).
- Developed, coached, and led 6 of 7 reps in district to contention for 2017 Circle of Excellence.
- Maximized market share growth from 11% in 2016 to nearly 25% in 2017 by creating / executing strategy focused on developing the market, surgical targeting, and developing core clinical selling skills of each rep.
- Led efforts to educate providers on obesity market by collaborating with multiple state entities, employers, and advocacy groups to implement employer health fairs / trainings and wellness clinics throughout TN & Southwest VA.
- Collaborated with national and regional Account Executives (AE) for employer coverage; worked with State Government Affairs for state-wide county coverage; developed long-term strategy and tactics for targeting efforts.

#### **Diabetes District Business Manager – E. TN (07/2012 – 10/2015)**

Recruited, based on expertise and results in diabetes market to turn around an underperforming East TN sales force selling the diabetes portfolio (Victoza, Levemir, NovoLog).

- Rebuilt team to 8 top-quality reps and implemented strategies reestablishing growth and increased district ranking from #186 in 2013 to #81 in US (232 districts).
- Achieved double-digit year-over-year (YOY) Victoza volume growth, generating 76% increase of annual prescriptions in highly competitive market from 1,360 in 2013 to 2,400 in 2014.
- Generated Levemir market share increase from 26.3% in 2013 to as high as 35.1% in 2015.
- Maintained one of highest regional market shares for NovoLog of 57% from 2013 through 2015.

**ASTRAZENECA****04/2002 – 07/2012****Diabetes Specialty Sales Manager – Middle & E. TN (01/2012 – 07/2012)**

Following a corporate reorganization, was reassigned to new Diabetes division to launch Onglyza and Kombiglyze in East / Middle TN with 8 reps calling on primary care physicians and endocrinologists.

- Ranked #14 in US during 2012 by developing / executing highly successful product launch with strong messaging and by holding reps accountable for goal attainment and sales call reach / frequency with target physicians.
- Exceeded Q1 and Q2 2012 sales targets, including 15% growth for new prescription volume with Onglyza.

**District Sales Manager – Cardiovascular Care – E. TN (08/2009 – 12/2011)**

Recruited by Regional Sales Director to drive growth for Cardiovascular portfolio in specialty & primary care market with 12 reps covering the East TN district.

- Nominated for National Leadership Excellence Award in 2011 at National Managers Meeting (1/245 DM's)
- Generated double-digit volume growth in 2011 for entire Crestor portfolio with total market share achieving more than 20%, one of highest in US. Ranked #33 in US out of 171 District Managers.
- Recognized for success and selected to serve as Interim District Sales Manager (07/2010 - 07/2011) for Knoxville North district while simultaneously overseeing Knoxville South district with combined total of 22 reps.
- Exceeded sales goal every quarter in 2010 with double-digit growth YOY for each product. Ranked #66 in US out of 245.
- Developed 7 high potential sales reps subsequently promoted into sales management / leadership roles.
- Improved sales rep performance throughout Southeast and Nashville Regions by developing new "Impact" sales training and leadership seminars for Field Sales teams ; Implemented District Sales Manager Leadership Journal Club and Executive Training Program for tenured reps in order to foster product learning, skill & leadership development.

**Respiratory Hospital Specialty Care Sales Manager - TN, N GA, N AL , N MS, W. KY, E AR, W NC & SW VA (03/2006 – 07/2009)**

Held key leadership role in launching new Respiratory division in large territory with 12 reps. Key role in developing sales / marketing strategy, hiring new reps, launching products, developing customer relationships, & coordinating sales efforts with managed care teams. Worked closely MSL & key internal stake holders developing KOL's, IDN's, & specialty channel sales

- Ranked #1 in US and region during 2009 for new prescription share growth with Symbicort, reaching over 30% market share. Achieved #4 overall US ranking for total portfolio sales performance.
- Ranked #5 in US during 2008, producing double-digit market share growth for all products, including Flu-Mist with ID's.
- Ranked #1 in US for growth rate with Pulmicort Respules in 2007 and doubled volume / share for all products.

**District Sales Manager – Primary Care - E. TN (09/2005 – 03/2006)**

Promoted to first District Sales Manager role in gastrointestinal market with 12 representatives in East TN and earned "Exceeds Expectations" on performance evaluations in 2005 and 2006.

**Senior Regional Business Analyst & Sales Trainer – Tampa, FL (01/2005 – 09/2005); Senior Regional Business Analyst (08/2004 – 12/2004); Regional Business Analyst - CNS Detroit MI (04/2003 – 08/2004)**

Promoted through the above three roles. Drove results and improved business acumen by sharing ideas across regions / districts, developing / implementing national training curriculum for business acumen, developing & rolling out the District Business Analyst position, and mapping / developed strategies for IDN Hospital Reporting for CNS, Primary Care, and Oncology divisions.

**CNS Hospital / Long-Term Care Representative (04/2002 – 04/2003) – S. OH, E. KY, SW VA & WV**

IDN's, hospital ER, community mental health centers, psychiatry, Department of Defense, prisons and LTC facilities. Finished 13 of 285 for COE in 2002; promoted based on performance. Finished #1 in the region, #2 overall - December 2000 - Seroquel

**JANSSEN PHARMACEUTICAL****07/1999 – 03/2002**

**CNS / Hospital Specialty Representative – Central & N. KY & S. IN – Louisville, KY - IDN's, hospital ER, state hospitals, CMHC's, psychiatry, Department of Defense, prisons. Risperdal, Concerta & Topamax**

**Zeneca Pharmaceuticals – Comprehensive Care Representative – PCP, Oncology (07/1996– 07/1999) – responsible for Cardiovascular products, and outpatient offices for Tamoxifen and Zoladex**

**EDUCATION**

MARSHALL UNIVERSITY, Huntington, WV

**Bachelor of Science (BS)- Business Administration, Marketing**

**Bachelor of Arts (BA) - Public Relations**

Marshall University Rugby Team (three years); Speech Writer at WV State Senate & House