

# Troy St.Martin

Sr sales and customer experience professional with 25 years of account management and business development. Excellent at recognizing new opportunities that consistently contribute to the bottom line.



## EXPERIENCE

### **ATI Physical Therapy, WI** July 2023 - Present Business Development Manager

- Prospecting and account management of direct contracts with employers
- Create opportunities to drive incremental growth resulting in 1000 referrals per quarter
- Marketing 30 physical therapy clinics in Wisconsin to physician practices driving referral growth
- Develop and implement marketing plans
- Account management and growth of existing physician relationships
- Collaborate with peers for larger networking events with physicians, attorneys, and employers
- Build new and strengthen existing relationships to create long-term business partners

### **QPS Employment Group, Brookfield, WI** May 2022 - June 2023 Sales Executive

- Maximizes territory potential through targeting prospects, qualifying, conducting customer meetings, and demonstrating QPS staffing solutions and services
- Generates new target prospects through research, networking at key client/association events and referrals, and establishing appointments via phone
- Develops relationships with key decision-makers using a strategic and consultative approach to understand the client's needs and demonstrate the value of QPS' services to meet those needs
- Provide ongoing customer service to accounts once secured
- Works closely with sales management to prioritize opportunities and execute sales strategies to exceed quota expectations

**Direct Supply, Milwaukee, WI** September 2021 - May 2022  
Customer Feedback Manager

- Research, investigate and respond to multiple customer feedback surveys
- Manage and close invoice dispute requests in accordance with established goals
- Provide exceptional customer service to internal and external customers through focus on quality and timeliness of resolution
- Uncover potential capital equipment sales opportunities and collaborate with internal sales team
- Identify frequent problems occurring with service providers and hold service providers accountable to established contracts; escalate to sourcing when needed
- Run reporting, analyze data to identify trends, and create resulting action plans to improve metrics and service
- Assist corporations with process improvement decreasing their cost to serve and loss mitigation

**414 Property Management, Milwaukee, WI** January 2021 - January 2022  
Owner Operator

- Manage portfolio of 13 rental units with unique needs
- Aggregate service requests through service provider network
- Rent collections and bookkeeping of monthly profit and loss statements
- Project management of multiple apartment flips and remodeling
- Create and work within property budgets and develop and implement cost saving measures
- Respond to emergency property issues including after-hours
- Prepare for and coordinate property transitions including new acquisitions and vacancies
- Negotiate contracts for maintenance services, and coordinate monthly/quarterly/annual inspections

**Dagam Neurosurgery, Milwaukee, WI** August 2020 - December 2020  
Business Development Director

- Generated 20% referral growth for top neurosurgery practice
- Call on existing physician relationships
- Prospect for new relationships for referral growth
- Implement marketing plan for new patient referrals and patient retention
- Facilitated relationships with key decision makers for mutual benefit of business development

**Team Rehab Physical Therapy, Milwaukee, WI** June 2017 - April 2020

Business Development Manager

- Referral growth from 3 to 150 per week
- Helped launch and grow from 1 clinic to 7 clinics in two years
- Develop and implement individual marketing plans for each of 7 clinics
- Called on physician and C Suite contacts for relationship development
- Collaborate with peers for larger networking events with physicians, attorneys and employers

**ATI Physical Therapy, Milwaukee, WI** August 2014 - May 2017

Business Development Manager

- Create opportunities to drive incremental growth resulting in 500 referrals per quarter
- Marketing 15 physical therapy clinics in SE Wisconsin to physician practices driving referral growth
- Develop and implement marketing plans
- Account management and growth of 200 existing physician relationships
- Collaborate with peers for larger networking events with physicians, attorneys, and employers
- Build new and strengthen existing relationships to create long-term business partners

**Direct Supply, Milwaukee, WI** – April 2011 - August 2014

Building Management Consultant

- Served as the transaction account manager for all recurring and event-driven services
- Territory Growth through regional and facility level relationship development
- Standard Operating Process Development and Implementation
- Closed 50 plus capital sale opportunities resulting in \$400,000 in revenue
- Manage 20 or more opportunities as they progress through the sales process
- Designed and implemented capital selling role pilot for service division

Account Manager

- Developed and maintained relationship with 120 facilities
- Uncovered and co-closed 27% of large sale opportunities
- 116% YTD booked sales margin for 2012
- Q2 - 2012 Elite Performer
- Bronze Sales Award for 2011; \$220k in margin

**EXIT Realty Horizons** - Realtor

April 2009 - June 2012

**ExPrt Exhibits Graphics and Signs** - Director of Sales

November 2008 - March 2009

**MilwaukeeJobs.com / Infosoft Group**, Account Executive

April 2008 - November 2008

**World Martial Arts Academy**, Lead Instructor

January 2000 - April 2008

#### **EDUCATION**

**University of Wisconsin - Milwaukee** Milwaukee, WI

Bachelors of Arts