

Berry Chada

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Builds sustainable revenue streams from novel medical devices and healthcare IT products and services for Fortune 100 firms, nonprofits, and startups.

15+ Years of Business Development Experience | Vast Healthcare Industry Network | Nationwide Market Expansion

- **Drives Novel Product Sales:** Acquired 15 beta users with \$1M revenue potential for a first-of-its-kind hearing diagnostic device within 2 years of FDA approval at Hassle Associates; built product trial and Voice of Customer (VoC) programs.
- **Exceeds Revenue Goals:** Generated \$1M in revenue, achieved 80% compound annual growth rate, and surpassed revenue targets by leading acquisition of 250 new clients, including 40 of the U.S. News Top 100 Hospitals in America, at Cubex.
- **Builds Sales & Marketing Teams:** Founded the first-ever national sales organization at Hally Leads; expanded the customer base and gain existing client buy-in for transitioning from free to paid service model; hired 4 sales reps and a marketing director.
- **Key Competencies:** Healthcare IT (AI, Machine Learning, SaaS), Digital Health, Team Leadership, Executive-Level Selling, Fund Development, Strategic Partnership Development, Sales Training, Healthcare Sales, Sales & Marketing Strategy, Sales Team Development, Management Consulting, P&L, Operations Planning, Public Relations & Messaging.

Professional Experience

Founder & Principal Consultant, Hassle Associates

12/2016 – Present

Developed sustainable revenue streams and new customer access for novel products and services in the digital healthcare and medical devices space by developing and refining business/sales plans and Go-to-Market (GTM) strategies; guided company founders in establishing promotional and sales strategies, value propositions, pricing models, contract frameworks, and sales collateral; contracted consultants to compile and analyze competitive and market intelligence. Acquired new business by leveraging network in the healthcare industry.

- Secured \$350K in annual recurring sales of a novel specialty pharmaceutical software solution from a multihospital system by leveraging personal network and hospital system knowledge; defined a tactical plan to win a multimillion-dollar contract.
- Won \$750K for a biopharmaceutical tech firm by developing pitch materials. Secured a \$750K seed funding pledge for a hearing diagnostic startup, as 1 of a select few firms among ~100 competitors, from a major angel investment group by creating and delivering a series of investment pitches; built key relationships with investors.
- Positioned a specialty drug distributor's medical device line for sustainable sales growth by formulating a customer-focused B2B sales strategy; counseled founders on targeting customers in the home care and the long-term care provider spaces.

Chief Revenue Officer (CRO) & Strategic Advisor, Terrycotta

08/2015 – 12/2016

Partnered with the CEO of this digital healthcare company to conceive and refine the business and operational plans; positioned the company for long-term growth by counseling the CEO on strategically investing \$1.5M funds; played a crucial role in the creation of the fund development strategy and investor pitch materials to win multimillion-dollar Series B investment. Secured contracted revenue from beta customers by supporting the development of marketing and sales collateral; collaborated with a 4-member team.

- Built the sales process from the ground up by defining SOPs for market research, lead engagement, customer qualification, sales meetings, and product demonstrations; identified target market as hospitals, cancer centers, and multihospital systems.
- Played an integral role in securing a strategic partnership with IBM Watson Health to build behavioral health management capabilities in our firm's chronic care management product using the Watson Health API Stack; pivoted product strategy to exploit an emerging market trend.

Vice President of Business Development, Hally Leads, Inc.

02/2012 – 03/2015

Recruited by the Founder and Board of Directors to build a new revenue stream. Created an \$8-10M qualified sales pipeline for this 501C-3 nonprofit by leveraging healthcare sales experience; built a sales infrastructure from scratch; led nationwide scaling of

healthcare services; created strategies to penetrate new markets, including academic medical centers and Federally Qualified Health Centers (FQHCs); collaborated with executive leadership and board of directors.

- Brought in \$5M in recurring annual revenue from 10 customers by incorporating our nonprofit's service model into New York State's new standard healthcare delivery model; represented at meetings for the DSRIP program.
- Secured a \$500K paid service trial from Kaiser Permanente and consequently paved the way for a \$MM potential recurring revenue engagement as well as nationwide service expansion by identifying optimal market expansion opportunities.
- Drove the transition from a donor-driven model to a self-sustaining revenue-driven model by establishing an optimal service pricing framework; directed analysis of historical operational costs; created sales finalization protocols and contract documents.
- Developed a new channel to promote services and influence healthcare providers nationwide by establishing strategic partnerships with trade associations and advocacy groups, such as Americas Essential Hospitals and The Physician's Foundation.

"I had the privilege to see first-hand how (Berry's) deep knowledge of healthcare systems and vision for change steered the company to a leadership position in addressing patients' basic resource needs.... the hospital partners, with whom Berry cultivated more senior relationships than Hally Leads had ever achieved prior to Berry joining the team. Berry has the amazing ability to find the right executives in the right healthcare system to further company strategy." Kathy Servoss, VP of R&D at Hally Leads

Sales Engagement and Segment Practice Leader, Health and Life Sciences Segment, Dell Inc.

09/2007 – 02/2012

Onboarded to spearhead our company's first-ever expansion into the healthcare and life sciences market for the Outsourced IT Services segment; oversaw a \$200M+ qualified sales pipeline by directing a team of 10 account managers; defined a strategy to sell existing IT services to customers across the U.S. and Canada; played a pivotal role in constructing and closing international sales agreements over a 12-18-month period.

- Surpassed \$150M annual quota and closed sales with global healthcare companies by building sales team expertise on our firm's services; empowered the team to perform consultative sales using service expertise.

VP of Sales, Cubex

09/2005 – 04/2007

Hired by the CEO to build a national sales organization, boost market share and revenue, and lead inside and outside sales operations for this Inc. 500 healthcare services company.

- Boosted service utilization by 75% YoY and consequently increased revenue by 35% YoY by transitioning to a customer-oriented pricing model; created the model based on a survey of 25 client locations (hospitals) nationwide and a pilot at UAB Healthcare.
- Developed a fully trained, 45-member sales team from the ground up within 4 months; founded a sales training unit.

VP of Sales and Business Development, Lilly Software

08/2003 – 07/2005

Handpicked by the founder to spearhead the sales and business development efforts of this global healthcare IT startup; developed the business model and sales process; defined and implemented the sales and marketing strategy.

- Generated \$6M in new sales from multinational clients and academic medical centers, including Pfizer, Astra-Zeneca, Eli Lilly, Henry Ford Health System, Partners Healthcare, Fox Chase Cancer Center, and UCSF Medical Center.

Education

Bachelor of Arts (BA) in International Relations and Economics, Stonehill College

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