

# Christie Hicks RDH, MHS, MBA

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## EXPERIENCE

### Ashfield Engage

Florida (Gainesville)

#### *Educational Representative – Contract with Pfizer Paxlovid*

07/2022 – 12/2022

- Conducted product presentation for physicians, healthcare professionals, and staff at urgent care centers, retail pharmacies, and hospitals for Paxlovid.
- Refreshed approximately 75 retail locations with key COVID-19 awareness messaging.
- Established and enhanced relationships with current and newly identified strategic HCPs, which resulted in increased product utilization.
- Achieved a 90% response rate for targeted HCPs.

### Amarin Pharma

Florida (Ocala, The Villages, Gainesville)

#### *Cardiovascular Sales Specialist*

11/2021 – 06/2022

- Managed Ocala, Gainesville, and Lake City territory calling on various healthcare professionals in the cardiology, endocrinology, and primary care market to promote VASCEPA – post REDUCE-IT trial results.
- Increased prescribing of VASCEPA by 20% in the assigned territory by utilizing strategic calling, comprehensive understanding of managed care, and educating local and retail pharmacists on indications of VASCEPA.
- Analyzed weekly sales reports to develop strategies and identify new opportunities.
- Final rankings:
  - NNRx: 21% growth; Region 1 out of 8; Area: 1 out of 58; Nation: 3 out of 274
  - NTRx: 6.8% growth; Region 1 out of 8; Area: 7 out of 58; Nation 12 out of 274

### Patterson Dental

Florida (Ocala, The Villages, Gainesville, Tallahassee)

#### *Territory Sales Representative*

12/2019 – 11/2021

- Successfully developed and serviced 65 dental practices, achieving a 523.09% increase in merchandise sales, a 125% increase in equipment sales in the first fiscal year.
- Managed territory customer database and tracked core customer visits.
- Created a comprehensive sales territory and viable strategy targeted on new opportunities to increase customer base, helping to gain 10+ new accounts per quarter.
- Provided all prospective customers with returns on investment reports to demonstrate value.

### Ultradent Products

Florida (Ocala, The Villages, Gainesville, Jacksonville)

#### *Senior Account Manager*

12/2014 – 06/2017

- Demonstrated best ROI on dental consumables and capital equipment for general and cosmetic dentists, endodontists, periodontists, oral surgeons, orthodontists, and dental hygienists.
- Generated \$2M in overall sales, expanded active account portfolio from 80 to 496 accounts, launched 6 new products, earned President's Club accolade in 2016, and attained a 1<sup>st</sup>-place finish in the SE region in 2017.

### Private Dental Practice

Florida (Ocala, The Villages)

#### *Dental Hygienist*

01/2003 – 12/2014

- Provided dental hygiene services to 100+ patients per week with close adherence to American Dental Association standards, prophylaxis, and SRP completion rates of 96% and 98% respectively.
- Successfully worked with colleagues in the industry to provide comprehensive and quality healthcare for patients.

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## EDUCATION

**MBA, Marketing** – Pepperdine University

2019

**Master of Health Science** – Nova Southeastern University

2008

**Associate of Science, Dental Hygiene** – Santa Fe College

2003