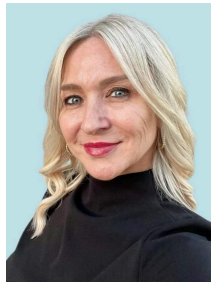


Debra S. Andreini-Davison

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"There Is Nobody More Passionate About Bringing Value to People + Delivering Results"

**SALES LEADER WHOSE CONVERSATIONAL, GENUINE STORYTELLING STYLE COMPELS BUSINESS
LEVERAGING HUMBLE BEGINNINGS TO SKYROCKET REVENUE FROM ZERO TO MULTI-MILLIONS
EXPERTISE: HEALTHCARE /CAPITAL SALES + INTEGRATED DELIVERY NETWORK | TECHNOLOGY SALES**



EXPANDING MARKET SHARE ACROSS COMPETITIVE SEAS

Battling heated competition enabled Debra Andreini-Davison to showcase her **influence, vision and industry knowledge** while creating a gold-standard, financially strong brand in the gastroenterology (GI) space.

Amid the process of **propelling regional and national market share**, Debra developed and designed a cross-vertical revenue-generating strategy to compete with a first-to-market competitor and ultimately win more deals than any individual company-wide.

This required navigating across choppy waters with limited resources to personally plot the course and help steer the company into the winning port. Emerging as the subject matter expert, she ideated a vision that enabled customer buy-in despite being "the underdog" in the niche—this meant connecting the dots to healthcare industry standards and guidelines that would mitigate risks and deliver patient safety and a better product.

Throughout it all, she deployed multiple selling strategies, overcame objections and cemented stakeholder decisions via **powerful presentations girded by cost/risk analyses that enabled customers to increase spending.**

RATCHETING UP REVENUE WHILE ELEVATING OVERALL PATIENT CARE

Debra's knack for solving problems that spurred both financial and patient safety gains also shone during a precedence-setting initiative that led to a sea change across similar departments across the country.

While solving a sensitive patient safety issue involving deadly bacteria from contaminated endoscopes opened a half-million-dollar/year revenue stream from a major university hospital network, the bigger story is this: Debra's innovation ultimately helped **create a multimillion-dollar, nationwide revenue stream with reverberating patient-care impacts.**

Influencing large like-size university healthcare systems across the US (NYU, Stanford, Harvard, etc.) enabled the opportunity to **raise the bar + change selling behaviors of 100s of sales reps.** This led to an elevated standard of patient care in healthcare + increased the level of awareness in the nationwide healthcare community re: **best practice safety protocols.**

DELIVERING VALUE BEYOND CUSTOMER EXPECTATIONS

Whether working in the trenches or delivering high-impact presentations, Debra has faced each challenge with the same **humble, courageous nature she learned from her father and father-in-law.** Both men were influencers who earned community esteem by operating with good intentions on behalf of the people they served.

This enthusiasm continually exhilarates her day-to-day interactions with peers and customers alike, as she invests time and energy to remove obstacles to success. Strategically looking two steps ahead, she's always considering the 'betterment of the whole' while applying a **relaxed confidence and compassion. This demeanor is imbued by an overall passion for game-changing results that cultivates a winning sales culture.**

She fights hard not only for herself, but also for those people in her sphere to ensure they achieve their goals. In sum: **Debra Andreini-Davison unabashedly takes the helm of responsibility to bring a high level of value to colleagues and customers, often at a level beyond their imaginations.**

Key Leadership Traits



Sampling of Achievements

- **Overachieved YOY Growth Quotas, 18 years,** earning Five President's Club Awards.
- **Partnered across 5 STERIS business divisions** to strategize + recommend growth initiatives.
- **Designed collaboration sessions** w/SPM software counterparts to improve GI customer software offerings + drive growth/product performance.
- **Spurred YOY double-digit revenue growth, 4 years** while managing product portfolio (GI, SPD/OR).
- **Traveled with + mentored sales reps ~80%** of time, ensuring successful selling w/ large customers.
- **Catapulted startup territory to \$2.6M in 5 years.**
- **Captured >80 competitive accounts** by facilitating capital equipment conversion.

Professional Experience Chronology

Fortive, Censis Technologies | 2022

Regional Business Development Manager collaborating across C-suite (CNO, CEO, CTO, CIO) + Sterile/OR leadership to optimize resources via perioperative loop.

STERIS Corp. | 2006 to 2022

Advanced via increasingly influential leadership roles, creating agile customer solutions in GI, SPD and OR.
Western Regional Endoscopy Product Specialist (2020-2022)
Western Regional Infection Prevention Spec. (2017-2020)
Consumable/Disposable Sales (2008 – 2017)
Capital Account Manager (2006-2008)
Early Career: Xerox + other regional/national firms.

Education | Professional Development

BA in Liberal Arts

University of Iowa, Iowa City, IA

Advanced SGNA Certification (2020)

Society for Gastroenterology Nurses + Associations

Certified Central Service Technician

International Association of Healthcare Central Service Material Management

GTS Certified | GI Technical Specialist