

AARON GERONDALE

Portland, OR

Relocating to Wisconsin

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920.737.5731

Education

Bachelor of Science, University of Wisconsin – La Crosse

Graduation Date:
December 2020

- Major: Business Management
- Minor: Health Care Analytics Management

Experience

Diversatek Healthcare – Milwaukee, WI

6/2022 – Present

Territory Manager – WA, OR

6/2025 – Present

- First local TM for WA and OR, tasked with building the company's footprint and reputation
- Rookie of the Year Award Winner, \$249K over plan
- Departments navigated: Gastroenterology, Operating Room, Sterile Processing, and privately owned Surgical Centers
- Sales Advisory Board Member (2x)

Hybrid Sales Representative – WA, CO, HI, AK, UT, ND, SD, MN, NE

11/2023 – 5/2025

- Combined in-office sales operations with bi-monthly travel to meet clients, conduct demos, and trial
- \$468k over plan during full physical year starting in 6/2024
- Helped foster a positive team culture for ASRs and interns by leading through example

Associate Sales Representative

6/2022 – 10/2023

- Created backend sales/leads for the Southeast Region (LA,MS,AL,GA,FL,SC), plus customer service tasks
- Beginning in 6/2023, managed an independent territory across VT, NH, ME, and DE, achieving 132% to plan while continuing to support the Southeast Region
- Led ASRs in call and email activity in 11 of 16 months

Inside Sales Representative at MPI – Milwaukee, WI

2/2022 – 5/2022

- Called on behalf of 5 rotating clients who outsourced MPI to generate introductory meetings
- Created 65 appointments utilizing B2B cold calling in my first month, nationwide
- 160-200 daily outbound calls utilizing SalesLoft, Nimble, HubSpot, Mitel, and Orum

Licensed Insurance Representative – WI/MN

12/2020 - 2/2022

- Ran financial and health analysis to develop custom plans for asset protection utilizing insurance
- Managed the full sales process; setting appointments, qualify, closing, rebuttals, follow-up, referrals

Leadership Experience

Boy Scouts

2008 - 2016

- Earned the Eagle Scout Honor while building lifelong values
- Senior Patrol Leader 2015/2016

Additional Professional Experience

Data and Business Analyst Intern at Aptiv – La Crosse, WI

12/2019 - 5/2020

- Developed guidelines in data entry systems to enhance the accuracy of analysis
- Streamlined the incident reporting system to find root causes to create future improvements