

# Cynthia S. Kuykendall

564 Sundance Place, Castle Pines, CO 80108

Phone: 303-810-3893, E-Mail: cindy.kuykendall70@gmail.com

## Professional Experience

### Abbott Brain Therapies

**Deep Brain Stimulation (DBS), Neuromodulation**

**Senior Therapy Manager, W. Regional Sales Trainer**

**3/17-Present**

Responsibilities:

- Traveled extensively the first year providing clinical and sales support across W. region
- US launch of Infinity DBS (deep brain stimulation) in the Rocky Mtn. region
- US field trainer for new hires
- Planned regional sales meetings and presented course content
- Consulted by senior management on launch strategy and tactics

### Medtronic Restorative Therapies

**Deep Brain Stimulation, Restorative Therapies**

**Senior Sales Representative**

**6/09-Present**

Responsibilities:

- Manage a multi-state \$7 mil. DBS territory for movement disorders and OCD
- Consistently achieve aggressive revenue growth year over year
- Provide surgical and clinical support for all aspects of implanting and programming deep brain stimulation systems for Parkinson's disease, essential tremor, dystonia, and OCD
- Consultant with physicians and hospitals regarding capital acquisition, coding and reimbursement, training, and DBS program marketing and development
- Responsible for planning and execution of all local sales, marketing, and clinician/patient education events
- Support training of new sales and clinical hires
- Participate in sales leadership teams providing input on key national initiatives
- Visualase Laser Ablation Sales and Program Development

### Sales Representative II

**7/06- 5/09**

Responsibilities:

- Managed a multi-state \$4 mil. deep brain stimulation and intrathecal baclofen pump territory
- Strategically facilitated DBS and ITB management teams across multiple specialties including: neurosurgery, neurology, rehab, physical and occupational therapy, and pharmacy
- Developed marketing strategies to grow clinically demanding ITB market to treat spasticity

### Sales Representative I

**5/02-6/06**

Responsibilities:

- Supported all sales and clinical functions related to deep brain stimulation and intrathecal baclofen pump therapy

### NeuroControl

**Medical Device Sales**

**West Region Sales Manager**

**3/01-10/01**

Responsibilities:

- One of five sales representatives hired to develop and execute a strategy for a small startup selling neuroprosthetic implants to restore hand and bladder/bowel control in patients with spinal cord injuries.
- Called on multidisciplinary medical teams in premier spinal cord injury rehabilitation centers in an

eleven-state region

## **Cyberonics Inc.**

### **Medical Device Sales**

#### **Senior Therapy Consultant**

**6/98-1/01**

##### Responsibilities:

- Managed ten-state territory developing acceptance and adoption of vagal nerve stimulation for the treatment of refractory epilepsy.
- Supported all surgical and clinical aspects of vagal nerve stimulation therapy
- Consultant to physicians and hospitals in the initiation and development of vagal nerve stimulation implant programs
- Conducted regional and national physician trainings, physician referral programs, and patient/community education, created publicity and media campaigns, supported insurance billing and coding
- National sales trainer with responsibility for interviewing, hiring and training new sales representatives and clinical specialists
- Participated with local advocacy group activities

## **Medtronic Interventional Vascular**

### **Coronary Device Sales**

#### **Territory Sales Manager**

**11/94-5/98**

##### Responsibilities:

- Responsible for revenue attainment for a 3-state territory in a highly competitive interventional cardiac device market
- Called on interventional cardiologists and cardiac cath labs
- Supported the clinical application of cardiac angioplasty devices
- Planned and executed all sales and referral development activities
- Maintained margins in a price driven market

## **Wallace Laboratories**

**5/92-10/94**

### **Pharmaceutical Sales**

#### **Territory Sales Representative**

##### Responsibilities:

- Sold prescription pharmaceuticals to private practice physicians, managed healthcare accounts, retail pharmacies and hospital accounts in Colorado, Wyoming, Kansas and Nebraska.

## **Education**

### **Bachelor of Science in Business, Concentration; Marketing**

**1988-1992**

Colorado State University, May 1992, *cum laude*

## **Community Involvement**

VP, Board of Director's, Parkinson Association of the Rockies- 2015-present, PAR annual gala auction committee chair, Women Leaders of Abbott, MDT ASPIRE, World Vision, UCH Hearts event planning