**CURRICULUM VITAE**

**KATY DEIGHTON**

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**PROFILE**

ABPI Qualified since 2013, professional, results driven, customer focused and self motivated Territory Manager for the Animas Vibe Insulin Pump. Verifiable record of being a high performer. Superb communicator both face to face and over the phone with proven strengths in customer service, sales and relationship building. Strong closer with a demonstrated ability to exceed sales goals by creating win/win solutions that generate sales and business opportunities with consultants, nurses and patients. Excellent attention to detail, strong time management and organisational skills.

Graduated with 2:1 BSc (hons) in Applied Psychology in 2004. A keen sportswoman enjoying swimming competitively for Warrington Warriors and winning the Merseyside award for open water rescue. In addition an excellent horse rider and enjoys going to the gym. Volunteered at Merseyside Police as a Special Police Constable and worked at the local animal welfare society. Proficient in Microsoft programmes including Word, Excel and Power Point and holder of a full UK driving licence.

**WORK HISTORY**

**Animas: Animas Vibe Territory Manager November 2016 – Present**

An expert in helping to minimise the complexities in diabetes pump therapy for the diabetes team by delivering a better patient experience and maximising patient self management. Leading formalised group training session for HCPs, patients, families, carers, and teachers. Providing pump and CGM technical training, follow up care, problem solving and helping patients smoothly transition from pens or an alternative pump the Animas Vibe. Responsible for leading “show and tell” company presentations, providing saline trials, insulin starts and teaching data analysis on software such as Diasend. Working in a dynamic environment selling the Animas Vibe insulin pump to exceed sales targets in the Midlands region by focusing on high value key customers and building strong relationships with new customers to drive growth.

**Key Achievements:**

* Lead the first of it’s kind CGMS Study Day for the Midlands Network.
* Lead the creation of the Animas Travel Letter (Traveling with an insulin pump).
* Passed global exam and completed sign off for pump starts and CGM starts.
* Visited Manchester Airport senior level security personnel to discuss alternative approaches to body scanning insulin pump patients traveling though the airport.
* Received Pride award for excellence in patient care.
* Uses in-house systems CRMod, Iris and Concur.
* Reason for leaving: Redundancy

**Sandoz: Business Manager March 2015 – November 2016**

Builds and maintains effective long-term relationships with large independent retail pharmacies including Day Lewis and wholesalers including Sigma. Ensuring a high level of service to the customer whilst maximising growth in sales and profit by sharing, benchmarking and maximising on competitor intelligence. Accountable for the implementation of the full sales and marketing strategies including business plans and joint planning.

**Key Achievements:**

* Responsible for £2.9m net sales per annum of the generic retail portfolio of POM and CD products. 2015: Actual £2.9m vs target £2.1m PA (138% to target).
* Attained individual and team monthly and quarterly sales targets.
* Achieved market penetration with new product launches.
* Cross functional working with pricing, finance, marketing, supply chain & customer services.
* Grew 5 non spending accounts bringing in an extra £30k over 3 months.
* Attended AIMp meeting and the Pharmacy Business Awards 2015.
* Uses in-house systems BI, PANDA, POND, PUMA and PURCED.
* Reason for leaving: Living outside new territory boundary lines

**GlaxoSmithKline: Key Account Manager Jun 2014 – Feb 2015**

Responsible for £7m net sales value per annum by working closely with Key Accounts to implement agreed propositions on time and in budget. Ensured development, implementation and protection of new and existing commercial deals on the established product portfolio with critically important retail pharmacy customers through the provision of high levels of customer service. Responsible for contributing to the regular Business Planning process to prioritise the high-value customers. Supported my NAM with deal implementation and service initiatives for high-priority customers. Furthermore I support the aligned TAM with customer deal implementation initiatives.

**Key Achievements:**

* Defence strategy and account planning to defend Seretide from generic competition.
* Highest performing team member for year to date sales vs. previous year.
* Highest performing KAM for deal penetration.
* Seretide penetration higher than all other NAMs and KAMs.
* Attended 5 day residential course for The Complete Skilled Negotiator – The Gap Partnership.
* Negotiation and Brand Equalisation with Key customers.
* Regional business planning and presenting.
* Implementing services such as Complete the Cycle to support with MUR & NMS targets.
* Key member of CxRx Collaboration to bring the two departments closer together.
* Signing off rebates.
* Uses in-house systems CIE, CIMS, CRMOD and JDE.
* Reason for leaving: Redundancy

**GlaxoSmithKline: Telephone Account Manager Sep 2013 - June 2014**

Responsible for pro-actively hitting sales targets within the Commercial Operations team. Handling both inbound and outbound calls effectively and efficiently to build confidence, trust and generating loyalty to GSK. Account management experience with proven ability to pre call plan and objection handle with excellent verbal and written skills.

**Key Achievements:**

* Represented GSK on the exhibit stand at the Pharmacy Roadshow in Birmingham.
* Regional business planning and presenting.
* Attended a 2 day training course for Presenting with Impact.
* Led Team Spirit.
* Idea implemented – Created Call Quality to measure and develop skills of TAM channel.
* Quintiles Standards Programme completed – Senior Rep status achieved.
* Reason for leaving: Internal promotion

**GlaxoSmithKline: Vaccines Sales Representative Aug 2012 – Sep 2013**

Handling both inbound and outbound calls effectively and efficiently. Passionate and committed to generating customer insights for the brand team and the lead on Voice of the Customer.

**Key Achievements:**

* ABPI qualification.
* Led Voice of the Customer for Vaccines.
* Launched the first Quadrivalent Flu Vaccine and leading Voice of the Customer specific to flu.
* Idea implemented for voice recording offering flu whilst customers are on hold to Vaccines.
* Insights Discovery Personal Profile (colours) completed.
* Multiple Wellards NHS courses completed.
* Member of Team Spirit representing the Vaccines team.
* Reason for leaving: Internal promotion

**EDUCATION**

* Liverpool John Moores University 2:1 BSc (Hons) Applied Psychology
* Priestley Sixth Form College 4 A Levels
* Birchwood Community High School 10 GCSEs (grades A-C)