**Christine M. Limb**

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# SALES AND BUSINESS DEVELOPMENT

**C-SUITE AND MULTI-LEVEL RELATIONSHIP BUILDING**

* Senior Healthcare sales professional with substantial start-up experience
* Creative strategizing, research and writing for products/services
* Team collaboration, project management, training

# PROFESSIONAL EXPERIENCE

**GATEWAY TO GRANTS** – Grants management company **2/2020-present**

**President & Owner**

Manages company, clients, funders, and associates. Researches, writes, submits, and manages grants for clients.

Consults on industry subject matters. Utilizes customized Salesforce database for client use.

**PANACEA** – Genetic Testing Group Purchasing Network and Technology Platform **8/2018-8/2019**

## Director of Sales

Launched sales activities seeking partners to develop brokerage and platform. Built sales and marketing materials

and resources. Collaborated with CEO, developer and medical officer.

**COHERENTRx** – Patient Education SaaS Enterprise. **8/2016-6/2017**

## Sales Director and Content Manager

Built a Healthcare SaaS sales department for a web-based patient education platform from the ground up, including

enterprise strategy, targeting, marketing strategies and materials, and managed team members. Developed content

for the education platform launched to improve communications between patients, providers and caregivers.

Aggregated health systems’ patient education into an electronic platform.

**CATHOLIC CHARITIES HISPANIC OUTREACH** – non-profit (sabbatical) **5/2015-7/2016**

## Bilingual (Spanish) Jobs Skills/Higher Education Specialist

Developed relationships with potential employers to find job opportunities and help clients overcome barriers to

finding employment. Assisted students with higher education counseling, applications and financial aid.

**THE SOURCE CONSULTING** – Healthcare Consulting **4/2013-5/2015**

## Start-Up Consultant

Go-to-market strategist for home health telemedicine software company. Sales consultant for home health agency

looking to expand markets. Performed product evaluations and market analyses. Established pilot studies, generated

ROI cases. Created product messaging and presentations.

**GLYTEC** – start-up insulin-dosing clinical SaaS **10/2011-11/2012**

## Midwest Regional Sales Representative

Drove customer acceptance of SaaS from hospital system level, C-Suite, critical care, cardiovascular surgery,

emergency department, nursing units, endocrinology, and IT department. Utilized hospital data to unearth needs

and calculate ROI employing VBP and CMS requirements. Anchored team with clinical and IT support personnel

throughout extended sales cycle. Wrote proposals and hospital system pilot. Created marketing materials and

required documents.

**DUCKER WORLDWIDE** – Strategy Consulting and Market Intelligence **11/2010-10/2011**

## Healthcare Consultant and Business Development

Launched healthcare consulting practice with senior strategist serving management level to C-Suite. Provided high

level strategy and product launch acceleration consulting in a data-driven environment of market intelligence.

Increased clients’ online presence with advice on software-based solutions.

# EARLIER CAREER HIGHLIGHTS

# INDEPENDENT SALES REPRESENTATIVE - various

Obtained recruiting contracts with healthcare companies for sales positions nationwide. Sold instruments and capital

equipment to various surgical specialties. Trained with computer-simulated surgical procedures.

**BRISTOL-MYERS SQUIBB** – Oncology/Immunology Division

## Senior Territory Manager

Promoted anti-cancer pharmaceuticals to oncologists and hematologists in hospital and office-based settings. Won

multiple awards.

**STANDARD REGISTER** – Forms Management

## Sales Representative, Hospital Accounts

Sold forms management and paperwork simplification to hospital accounts

# MILITARY EXPERIENCE

**OHIO ARMY NATIONAL GUARD**, Military Police

# EDUCATION

**THE UNIVERSITY OF TOLEDO,** B.A. General Communication, B.A. Spanish

# Emergency Medical Technician Certificate Spanish Language Immersion, Costa Rica