
JENNIFER BECK

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WORK HISTORY

Boston Scientific

02-2024 - Present

- **Therapy Awareness Representative: Dallas/Fort Worth, East Texas, Arkansas**

- Crucial Conversations course via BSC intra-learning platform
- World of WATCHMAN Podcast guest: APP All-Stars: Champions of WATCHMAN
- 107% yearly revenue quota attainment 2024
- 141% of Q3 2024 credited referral quota (first quarter eligible); 33% Watchman revenue growth for Q3 (\$1.6MM growth)
- 144% of Q1 2025 credited referral quota, 150% of new referrer quota, 110% of universal referrer quota
- 15.6% Q1 2025 run rate increase YoY

Warren Douglas Advertising

01-2022 - 01-2024

- **Business Development Manager: Fort Worth, Texas**

- Closed \$1.5MM in 2022 (first year of new industry)
- Closed \$2.1MM in 2023
- Led a team of 3 account executives and 3 account coordinators, 56% upsell from originally closed statement of work
- Employee retention and engagement lead
- Created and produced industry podcast series "[Worth Doing](#)"
- Launched quarterly multimedia outreach campaigns to target prospects in key industries

Intra-Cellular Therapies

02-2020 - 01-2022

- **Neuroscience Sales Specialist: Dallas/Fort Worth**

- 2021 selected for Sales Training and Leadership Advisory Board
- Highest regional prescriptions Q1-Q2 2020 (launched remotely during COVID); ranked 19 of 234 for Q2
- 105% quota attainment for Q3
- Developed Project Empathy for patients with schizophrenia; selected to present to senior leadership for US field-based integration
- 2020 Awarded the Most Recognized regional representative for key success behaviors

Avanir Pharmaceuticals

07-2019 - 02-2020

- **Long-Term Care Neuroscience Account Manager: North Texas, Wichita Falls, Sherman**

- Total prescription volume growth contest winner for September and October, 2019

Boston Scientific

04-2018 - 07-2019

- **Therapy Awareness Representative: DFW, West TX, Waco/Temple, New Mexico**

- Legacy Watchman (2.5) left atrial appendage closure device
- Quarterly business development reviews with C-suite/hospital administration
- Implanter, Coordinator, and Cath Lab in-reach; referring community outreach
- Nominated for Brand Leadership Institute

Boehringer-Ingelheim

01-2015 - 04-2018

- **Cardiovascular Specialty Representative: Dallas/Fort Worth, West Texas**

06-2016 - 04-2018

- Pradaxa & monoclonal antibody antidote, Praxbind; launched SGLT2i Jardiance for cardiovascular indication for clinic and hospital
- Selected for Regional Field Innovation Lead for both systems platforms and regional innovation projects
- Selected for Regional Training Liaison
- Named to Call Plan Optimization Board
- 2018 #1 "Shark Tank" company initiative winner, completed 3-day entrepreneurial training at MIT
- 2017 110% quota attainment

- **Senior Sales Representative: Dallas Fort Worth**

01-2015 - 06-2016

- 5-product diabetes primary care portfolio, with 2 product launches (including Jardiance)
- Top 20% of region for total prescriptions per product, per quarter in 2015
- 2015 #6 regional rank out of 50

2009-2023: FISHERKIDS, LLC

06-2009 - 12-2023

- **Owner/CEO: International**

- Product development and design & pre-market trials
- Web design, digital and print marketing, exhibit marketing, and PR firm marketing
- Domestic and overseas sourcing, third-party testing, logistics management (3PL)
- Closed for distribution channels (catalog, online, flash sites)
- Accessory and future product design and innovation
- Social media and YouTube channel for parent education resources
- Public speaking and newscast invitations; Nokia Corporate, private/independent schools, CBS & FOX affiliates
- In 2015, licensed the rights to Uncommon Goods (catalog and online distributo) in order to return to the medical field

2004-2009: SANOFI AVENTIS

- **CNS Sr. Specialty Sales Representative**

- Blunted competitor launch growth to 2.9% vs. national growth of 15.9%
- #1 in Area Ambien growth for pre-launch contest
- Presented on-stage role play for new product launch in front of over 2400 attendees

- **CNS Primary Care Sales Representative**

- Increased #1 prescriber by >153%; monthly prescription growth from 250 to >690
- 2006 National Rank of 2 for Total Revenue
- West Sales Champion 2006

04-2004 - 06-2009**09-2005 - 06-2009****04-2004 - 09-2005****THE OAKRIDGE SCHOOL**

- **Science Instructor, Coach, Admissions**

- Wrote and received national grant proposal for multi-disciplinary outdoor education center
- Curriculum development for short-term summer courses: histology, oceanography, forensics, nutrition and biochemistry, and dissection
- Marketing and development for admissions department
- Coached volleyball, basketball, cheer, track and field

08-1998 - 08-2002**JENNY CRAIG**

- **Health & Wellness Sales Consultant**

- 5-time Team Jenny Sales Award (over \$20,000 monthly sales)

01-1996 - 06-1998

EDUCATION

SOUTHWESTERN UNIVERSITY, GEORGETOWN, TX**Bachelor of Arts, Biology**

- Delta Delta Delta New Recruit trainer
- Kappa Delta Pi Education Honor Society

1991 - 1995**COLORADO STATE UNIVERSITY****Master of Science, Exercise and Sport Science**

- Thesis: Eating Disorders as Precursors to Eating Attitudes in Adolescents

1996 - 1998

LEADERSHIP AND MANAGEMENT PHILOSOPHIES

PLEASE SCAN THE QR CODE BELOW TO FIND OUT MORE ABOUT MY PHILOSOPHIES ON:

- Employee Engagement and Retention
- Managing Change
- Guiding Resources as I continuously learn

www.jennniferbeckleadership.com

