Chad M. DeGraaff

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## COnsulting / Equipment Sales / Service

Proven Consultative Solutions Provider who effectively communicates the information that facilitates smoother and more successful business operations, most heavily in the medical equipment field. Recognized for leading customers through complex decisions, leveraging deep knowledge of products and associated medical processes to deliver needs assessments, clinical education, product marketing management, technical sales support, and operational efficiencies. Key developer of talent, consistently applying strong leadership and communication skills to improve staff commitment, performance, and teamwork.

### Areas of Expertise

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| * Product Marketing * Profit/Loss Leadership * Clinical Education Services | * New Business Development * Sales Collaboration * Operations | * Computed Tomography * Radiology * Trade Shows |

### Professional Experience

Siemens Medical Solutions **2000 –** 2016

Business Manager, Computed Tomography & Radiation Oncology, Education Services, Malvern, PA (2012 – 2016)

Owned the performance management, tactical implementation, and bottom-line business results through effective profit and loss responsibility. Drove both customer and internal education to highest levels of competency to increase customer satisfaction, differentiate company, and generate business revenue. Led and aligned the relationship between education services and the assigned business stakeholders, customers, and global partners with overall business strategy and execution. Provided strategic input into program development and services required to support innovation, productivity improvement, and quality.

* Achieved 27% average growth in service revenue with 17% average margin year over year.
* Increased resource capacity by 55% based on sales forecasts, divisional requirements, customers’ needs, and market opportunities over a four-year period.
* Collaborated with sales for specific IDN and strategic customers to maximize solutions for their needs.
* Launched 11 new educational offerings resulting in more than $4.0 million in sales.
* Drove operations for sales, dispatch of resources, and optimal customer education.
* Developed employee training plans to meet customers’ educational needs and maximize operations.
* Collaborated with sales staff to promote education services’ customer offerings.
* Maintained a >94% Net Promoter Score and #1 MDBuyline rating for CT and RO Education Services.
* Served as point person for analyst groups such as MDBuyline, KLAS, and ECRI.

Molecular Imaging Product Manager—SPECT & SPECT•CT, Malvern, PA (2007 – 2012)

Provided relationship leadership with factory marketing, engineering, logistics, service and sales within the MI Business Unit. Served as operational lead for pricing administration, education, and National Accounts.

* Achieved SPECT market share of 33.6%.
* Posted a 56% service contract capture rate at the point of sale.
* Achieved company Net Promoter Score of 61.8%.

CT Product Manager— Cardiovascular Computed tomography, Malvern, PA (2006 – 2007)

Managed cardiovascular CT product offerings. Provided sales and customer clinical education.

* Increased clinical engine sales for CT by 5%.

Global Applications Support Manager, Forcheim, Germany (2003 – 2006)

Supported new product launches globally with education, marketing, and personnel.

* Offered global training for application specialists and sales about new products and software.
* Managed trade show support for RSNA, ECR, SCCT, and ACC.

Advanced CT Applications Specialist, Chicago, IL (2002 – 2003)

* Designated as key education person for Mayo Clinic, UCLA.
* Worked as the key demonstrator for sales support and medical tradeshows such as RSNA, ACC, SCCT, and others.

CT Applications Specialist, Chicago, IL (2000 – 2002)

* Educated customers nationwide on using new CT systems.
* Earned a 9.8 satisfaction rating for all customer education.

Medimage, Inc., Sioux Falls, SD **1998 –** 2000

Owner/Operator

Owned and operated a profitable mobile CT scanner, expanding client base until eventual sale of business.

* Set up accounts and billing of services for insurance and self-pay patients.
* Staffed mobile unit and performed both the CT scans and the ongoing, required maintenance.

Setliff Clinic, Sioux Falls, SD **1997 –** 1998

Department Manager

Oversaw four radiology clinics, including set-up and department workflow. Organized personnel training.

**United States Armed Forces** - Military Veteran

Honorable Discharge after serving in Operation Desert Storm.

### Industry Certifications & Awards

**Radiologic Technology Certificate –**

Queen of Peace School of Diagnostic Imaging | Mitchell, SD

American Registry of Radiologic Technologists, R.T. (R) (CT)

Multiple Siemens You Answered Awards, 2010–2012

CT Applications Specialist of the Year, Siemens Medical Solutions USA, Inc., 2002