
MARINDA E COSTABILE, CBCS, CPAR

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PROFESSIONAL SUMMARY

Dynamic Sales Executive with 25 years of experience providing high level of customer service while increasing revenues. Successful at leveraging sales technologies, software and CRM data to identify, analyze and act upon leads, opportunities and sales funnels. Personable communicator focused on exceeding client expectations. A heavy focus on healthcare revenue cycle, ML, AI, and OCR technologies.

WORK HISTORY

Senior Account Executive, 10/2020 - Current

Ripcord – Remote

Leader of sales team that is focused on offering SAAS/ OCR/ ML/AI technologies to enterprise organizations. Focused on multiple ICP's including healthcare, oil and gas, financial services as well as AP/AR use cases. Built team of enterprise sales representatives and business development representatives servicing enterprise accounts. Improved transactional speed and efficiency by promoting sales team culture of interdepartmental communication. Collaborates with finance, marketing, legal and product departments to streamline pre-sale processes and communication. Oversee all marketing initiatives including webinars and marketing campaigns. Over-achieve sales quota by monitoring competitors, researching business targets and communicating Ripcord value proposition in way that addresses needs of each prospective client. Maintain operational congruency by forecasting sales; manage, oversee, and report on budget. Executed marketing programs and methodologies to increase customer loyalty. Develop short and long-term sales strategies to gain market share, uncover new sales opportunities and increase revenue.

Key Achievements-

- 2022-Increased corporate volume by 140% from \$8M to \$11,200,000 annually over 1-year period.
- 2021- Increased corporate volume by 155% from \$7M to \$10,850,000 annually over 1- year period
- 2020- 175% above quota \$1.7M in total revenue
- New Logos examples include Banner Health, Sutter Health, Humana, UHA Health Insurance, BCBS of AZ.
- Closed first healthcare deal in the history of the company in a record 60 days while typical sales cycle ranges from 9-12 months.

Senior District Manager, 12/2016 - 10/2020

AdvancedMD – Remote

Leveraged existing relationships to vet and identify new opportunities. Sold a suite of solutions including EHR/ PM/ Telemedicine/ Patient Engagement/ AI software. Responsible for new and existing client sales of AdvancedMD practice management and EHR software solutions to third party medical billing companies. Perform client demonstrations and prepare contract proposals with key decision makers. Perform ROI, process flow, and TCO analysis. Responsible for on boarding of new sales reps.

Key Achievements-

- 2019- Top Saleswomen to Watch in the US- We Are The Girls Club
- 2019- Presidents Club (182% above quota) \$1.547M in total revenue

- 2019- Pinnacle Club (Top 1% of company)
- 2019- Million Dollar Club Inductee
- 2019- Trailblazer Club (155% mid-year quota)
- 2018- Presidents Club (165% above quota) \$1.402M in total revenue
- 2017- Presidents Club (155% above quota) \$1.317M in total revenue

Director of Business Optimization, 01/2016 - 12/2016

NexGen – Remote

Recruit, hire, train and manage a team of sales reps covering the Southeast region to achieve/exceed the sales quota figures. Sold a suite of solutions including PM/EHR/Telemedicine/AI technology. Provided direction and guidance in the oversight, implementation, and adherence to internal policies and procedures. Assisted the National Sales Director in developing and implementing sales policies and programs, i.e. sales quotas, contracts, forecasts, expense budgets, etc.

Key Achievements-

- 2017- 125% above quota. Total revenue of \$5M in total team ARR for the year.

National Account Executive, 03/2014 - 01/2016

Kareo – Remote

Drove sales for new logo and existing client relationships and focused on a suite of solutions including SAAS Technology such as PM/EHR/Telemedicine/ AI/ Patient Engagement Tools Worked directly with startup and existing billing company clients in the purchasing of the Kareo EHR and PM system. Conducted client demonstrations both on-site or via the web. Collaborated with the Kareo team on data conversions, interfaces, training and IT throughout the sales cycle in order to develop optimal client-specific solutions. Utilizes Salesforce CRM tool to manage the sales database and workflow. Successfully closed the single largest deal in the history of the billing company division.

Key Achievements-

- 2014- Presidents Club (achieved 175% above quota) \$1.4M in total revenue
- 2015- Presidents Club (achieved 153% above quota) \$1.2M in total revenue

National Account Manager, 01/2013 - 01/2014

Ingenious Med – Atlanta, GA

Managed, supported and grew business relationships with existing accounts and developed strategies to increase sales and revenue. Managed security approval process and project timeline of integrating HL7 VPN/ADT feeds. Knowledge base covered EMR/HIS/PMS/ Billing Systems, and medical group business models. Negotiated price, contract terms and prepared sales contracts for Sales Managers. Presented and demonstrated application functionality to multiple levels of senior healthcare executives. Utilized Salesforce to prospect and managed a pipeline of over \$3.8 million in business. None quota carrying role.

Senior RCM Consultant, 01/2009 - 01/2013

Avisena – Remote

Managed the day to day operations of 25 clinics across the Southeast. Reported on monthly KPI's to C-Suite executives and reporting included denial analysis, DSO, AR over 90 days, and offered solutions and training for staff to improve performance. Engaged physicians and key stakeholders to develop new account opportunities. Performed sales demonstrations and negotiated deals. Analysis of customer specific business goals, strategy, financials and challenges. Managed the entire sales cycle from initial engagement to close. Continued to cultivate the client relationship beyond the sale to build credibility and trust. Performed business research and financial analysis.

Practice Administrator, 04/2007 - 01/2009
The Brain And Spine Center – Panama City, FL

Office Manager, 02/2006 - 04/2007
Panama City Surgical Center – Panama City, FL

EDUCATION

Business Administration
Gulf Coast Community College - Panama City Florida

CERTIFICATIONS

Certified Billing and Coding Specialist
Certified Patient Account Representative
Six Sigma Yellow Belt Certification

SKILLS

- Business development and planning
- Sales funnel development
- Sales forecasting
- Operations
- Lead Generation
- Territory Management
- Staff Management
- Sales expertise