



Carol Marturano-Becker

The URGENT Coach

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Greg Anthony Biography Vice President Business Development and IMPACT Coach

Greg is the newest member of IMPACT Learning, Inc. Greg brings to IMPACT Learning Inc. a wide breadth of sales and sales management experience to the business. Greg possesses twenty five years of successful sales and sales leadership success. He's developed sound coaching, sales training, and negotiation and market analysis skills. Greg's demonstrated a high acumen in strategy, account planning and project management across complex customers such as the Cleveland Clinic.

Greg has extensive middle-management experience with joint venture, partnership and start-up operations. He has worked for two Fortune 100 companies, Bristol-Myers Squibb and DuPont with specialty sales oversight across thirteen states. He has a passion to bring new ideas with a strategic approach tailored to those particular markets. Greg's known for his commitment to understanding the customer's mind set and specific personal or business goals. He is relentless in exploring customer resource needs and the specific resource matches to take the business performance to higher levels.

His experience includes twelve years of successful sales management in start-ups, new division creation and core earnings divisions. That experience includes successfully managing across seven different joint ventures, partnerships and acquisitions. In his most recent position, Greg oversaw antiplatelet drug, Plavix® sales of \$5.7MM institutional; \$23.75MM with specialists and \$30.15MM in total retail dollar volume. Previous to that he oversaw \$2.4MM peak Avapro/Avalide sales, \$6.5MM Pravachol sales; \$760,000 Coumadin anticoagulation annual sales. He was integral in the most highly successful injectable drug launch in U.S. history, Versed®.

Greg was a driving force in the HeartFirst™ Organization's novel, consultative approach to anticoagulation services across the U.S. The medical community had likely never experienced such a diverse, high quality level of customer-centric support tailored to justify, operationalize and help grow anticoagulation services. Of late, he took opportunities to optimally align sales territories to changing customer needs. Greg's worked tirelessly to increase corporate commitment to health systems patient support.

Greg earned a M.S. in Biological Sciences from Kent State University and a B.A. in Biology from Ohio Northern University. He has completed supplemental M.B.A. coursework at Cornell University and holds various coaching, mentoring certifications. Greg is an active member in Toastmaster's International and Executive Leaders forums. He is also a member of the American Heart Association and American Diabetes Association. Greg's happily married, the father of two successful sons and enjoys hiking, travel, photography, fishing and creative writing.

Greg sees IMPACT Learning's unique and proven approach to be a tremendous value in today's markets. He is excited to be a part of a team that is genuinely committed to assisting today's leaders and their business exceed their goals.