

Caitlin Jones

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WORK EXPERIENCE

Injectable Territory Manager, Merz Aesthetics

New York City, NY • October 2023- present

Responsible for the direct sale of neurotoxin, Xeomin, biostimulator filler Radiesse, and HA filler Belotero+ Balance. Proactively develop and implement strategies to expand market share and increase product penetration. Build and maintain strong relationships with dermatologists, plastic surgeons, medspas and HCPs, and several global aesthetic KOLs within the NYC territory. Provide high-level customer service and serve as the primary point of contact for product education, business planning, and tailored support. Maintain a deep clinical understanding of injectable portfolio to ensure accurate and impactful communication with clients, as well as product differentiation and value proposition in a competitive market. Provide industry expertise by identifying emerging trends, customer needs, and competitive insights to refine sales strategy and maintain a strong competitive edge. Cultivate brand expansion opportunities within existing client base and identify new potential accounts. Collaborate with sales enablement and marketing teams to execute marketing campaigns and leverage digital tools to enhance product awareness and customer engagement. Collaborate with medical affairs team, customer service and AR to ensure smooth execution of sales, development of comfort and skill within portfolio and resolve any client concerns.

- 124% Q1 FY 2025, #6/150 in country

Portfolio Development Specialist, Merz Aesthetics

New York City, NY • June 2022- October 2023

Responsible for Ultherapy, nonsurgical lifting and tightening device and Neocutis, a medical grade skincare line of the Merz Aesthetics Portfolio. Partner with plastic surgeons, medical spas and dermatology practices in Manhattan by establishing innovative marketing initiatives unique to each practice to drive patient acquisition and increase procedures and sales. Conduct clinical education training and provide post device sale marketing, strategy, and social media support. Collaborate with injectable counterparts on business proposals and promotions to increase market share across the Merz aesthetics portfolio and brand expansion opportunities. Consistently hit KPIs and quarterly thresholds, in addition to quarterly goals.

- #8/42 in the country fiscal year 2023

Senior Specialty Sales Representative & Key Accounts Specialist, Endo Pharmaceuticals

New York City, NY • May 2019 — June 2022

Responsible for selling nasal spray device to bariatric surgeons and a subcutaneous hormone releasing implant to pediatric surgeons and endocrinologists. Call points also include primary care, oncology/hematology, endocrinology and gastroenterology. Teach pediatric surgeons and endocrinologists on implant procedure.

- Circle of Excellence Winner (President's Club) 2021, 2020
 - Sudden Impact Award Winner, 2019
 - Inaugural "Above and Beyond" award winner, 2020
 - "Bright Spots of 2020" Award winner, 2020
 - Selected into the "Emerging Leaders Program", 2021
 - "110% club" for both products 2021, 2020, 2019
 - Exceeded quota for both products: 2021, 2020, 2019
 - #1 rank (out of 27) nationally, YTD
 - #3 rank (out of 37) nationally, 2021 and 2020
 - #5 rank (out of 42) nationally, 2019
 - #1 rank (out of 9) in district, 2021 and YTD
 - #2 (out of 9) in district, 2019 and 2020
 - First Active Quarter Q3 2019: Took on new underperforming territory ranked from #37 (out of 42) to #2 nationally
 - Provided vacancy coverage in PA/NJ territory Q4 2019 and in NYC Q3 2021 prior to taking over NYC Q4 2021
 - Marketing experience; worked with Senior Marketing Director to initiate and design several new marketing pieces for reps
 - Managerial Leadership; Provided coaching as a Mentor & Trainer for New Hires, conducted field rides with new hires in VA and & PA territories as well as field coaching reports
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**Pharmaceutical Sales Representative, US
Pharmaceutical Corporation**

Baltimore, MD • May 2018 — May 2019

Responsible for Integra and Fusion (iron line), Provida and Concept (prenatal line), and Restora (probiotic line) selling to primary care, hematology, OB/GYN and gastroenterologists

Medical Assistant, Anne Arundel Dermatology

Annapolis, MD • October 2017 — May 2018

Responsible for assisting dermatologist, rooming and interviewing patients, patient charts, preparing and administering local anesthetic, preparing botox syringes for treatment, assisting with surgical procedures (biopsies and excisions) and cosmetic procedures (BBL, botox, fillers, halo, coolsculpting), pathology handling, communicating pathology results to patients, prior authorizations, suture removal, patient scheduling and teach patients how to use their injectable medications.

**Emergency Department Scribe/Assistant, Baltimore
Washington Medical Center**

Glen Burnie, MD • Jan 2015 — November 2017

Responsible for documenting in EHR the physician dictated patient history, physical exam, family, social, and past medical history as well as document procedures performed in the ER, medications given, lab results, dictated radiographic impressions made by the supervising physician and any other information pertaining to the patient's encounter and communicate lab and radiology results with physician

EDUCATION

University of Maryland

College Park, MD • 2012 — 2016

Bachelor of Science in Biology

