JULIAN MERCER

MEDICAL SALES REPRESENTATIVE

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PROFESSIONAL SUMMARY

Medical Sales Representative with 8+ years selling orthopedic and surgical products into hospitals and surgery centers, now managing a $4.2M territory. Builds trust with surgeons and OR staff through case coverage, product education, and quick problem solving. Consistently above quota.

PROFESSIONAL EXPERIENCE

Sales Representative, Orthopaedics Jan 2023 - Present
Stryker, Chicago, IL

- Manage a $4.2M territory of 6 hospitals and 3 surgery centers, covering knee, hip, and trauma cases alongside 14 surgeons.
- Finished 2025 at 112% of quota, ranking 5th of 28 representatives in the region.
- Converted two high-volume orthopedic surgeons from a competitor system after 8 weeks of case support and instrument training.
- Attend 15 to 20 surgical cases a month, ensuring correct trays, implants, and back-up sizes are in the OR before first incision.
- Led in-service training for 40 scrub techs and nurses on a new instrument set, cutting tray setup questions during cases.
- Worked with value analysis committees at two hospitals to secure a three-year contract worth about $900,000.
- Present quarterly business reviews to each hospital's materials manager with case volume, usage, and savings data.

Associate Sales Representative, Orthopaedics Jul 2020 - Dec 2022

- Covered trauma and extremity cases and supported two senior representatives while learning the territory.
- Built a consignment inventory tracker that reduced stock-out requests from the OR to near zero.
- Grew assigned accounts from $1.1M to $1.8M in revenue within 18 months of taking over the territory.
- Completed the company's sales and product certification, and passed the clinical competency review.
- Delivered a hands-on cadaver lab workshop for 12 residents on trauma plating techniques, with positive feedback from the program director.
- Recorded implant usage after every case and reconciled it with billing, cutting unbilled sets to a few a quarter.

Account Representative Jun 2018 - Jun 2020
Medline Industries, Northfield, IL

- Sold medical supplies to physician offices and surgery centers, growing a 60-account book by 18% in two years.
- Prospected 20+ new practices a week through calls and visits, opening 11 new accounts.
- Resolved delivery and billing problems with distribution teams, retaining three at-risk accounts.
- Won the regional new account award for the quarter after opening 6 surgery center accounts.

CORE SKILLS

Territory management | Surgeon relationship building | OR case coverage | Product training | Consignment inventory | Contract negotiation | Value analysis committees | Forecasting | Salesforce | Competitive selling | Hospital credentialing | Presentations | Orthopedic anatomy

EDUCATION

Bachelor of Science in Business Administration, University of Illinois Urbana-Champaign, Champaign, IL

CERTIFICATIONS

Healthcare Vendor Credentialing, symplr | HIPAA and Bloodborne Pathogens Training