



Mark Green

CSO

About Mark Green

As a seasoned business development executive and CRO with a unique blend of life science, IT, and education expertise, Mark catalyzes transformative change, empowering companies to unlock their full potential. With a proven track record of driving substantial growth within Fortune 100 companies across diverse sectors, including commercial, clinical, biopharmaceutical, pharmaceutical, and IT, he ignites business growth through strategic vision and collaborative leadership. A sales enablement expert, he walks alongside multidisciplinary teams to develop innovative strategic solutions and achieve exceptional results.

How Mark has Helped Businesses Grow

- Drove \$12 million in revenue growth, a 10% overall revenue increase, within 18 months, spearheading the launch of a new healthcare technology sales division.
- Closed enterprise-level deals worth over \$1.1 million avg., exceeding quota attainment by 247% by securing 7 new high-value accounts in the pharma/payor space.
- Generated \$87 million in revenue securing the adoption of Dell Healthcare software, contributing to a 16% increase in SaaS/PaaS sales, collaborating with pharma Enterprise Account team.
- Drove 200% revenue growth within the first year at five healthcare technology and professional services companies, building and leading high-performing sales teams, recruiting top talent and implementing effective sales strategies.
- Grew new business 20% generating \$50 million gain within six months for biopharma solutions organization, developing and implementing a comprehensive business development system, streamlining processes, and improving sales effectiveness.
- Recognized for outstanding achievements, receiving the EMC President's Award for Field Sales Excellence and three J&J Achievement Awards, including the prestigious President's Credo Award.

Executive Experience

- CRO, Business Development, Pharma/Payor/Clinical Solutions Sales & Marketing, Televox, Inc.
- Chief Sales Officer, Clinical & Commercial Services, Strategic Pathways, LLC
- VP, Business Development Clinical & Commercial Medical Solutions, IQVIA
- Principal & Founder, Strategic Pathways, LLC
- VP, Global Sales Enablement, EMC Inc.
- Senior VP, Business Development Medical Solutions, Health Answers (a division of Sudler & Hennessey)
- Executive Director, Business Development & Training, Johnson & Johnson

Expertise

Industry Experience

- Professional Services
- Healthcare
- Technology
- Financial Services
- Education

Specialties

- Sales Growth
- Growth Strategy
- Positioning & Messaging
- Demand Generation
- Competitive Strategy

Education

- PhD, Kennedy Western University
- MA, Georgetown College
- BA, Transylvania University

Contact Information

Mark Green
Phone: 352.212.5796
MGreen@chiefoutsiders.com
www.chiefoutsiders.com