

Kevin Ayoola

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Professional Experiences

va-Q-tec, *Business development services for pharmaceutical and biotechnology companies.*

Customer Service/Lead Generation | Remote/Langhorne, PA | August 2020 – 2024

- Uncover high value opportunities by building a pipeline of leads
- Identify decision makers through strategic market research
- Set up meetings for sales leadership, delivering pricing for customers, handle NDA's
- 50 calls/emails a day and increased appointment setting production by 20% in 2023
- Added four new companies per day through prospecting in 2023
- Used ZoomInfo and Microsoft Dynamics CRM, collaborated with sales team on meetings and brainstormed with sales leaders to follow up with prospects to close deals

CHANNEL METHODS PARTNERS, *Integrated business development services for pharmaceutical, biotechnology, and medical device companies.*

Business Development Representative | Wall, NJ | March 2015 - March 2020

- Provided business development services 3 client accounts at a time; clients including analytical testing, clinical science research service, medical packaging, or healthcare scheduling
- Closed over \$300,000 in sales, which lead to \$1 million in upselling/expansion opportunities through closed deals. Notable achievements include:
 - Closed \$30,000 across 2 deals and developed a new sales strategy for packaging client after testing 4 different sales strategies & reaching out to 400 leads in 3 months
 - Sold \$10K deal by collaborating across client's operations and technical teams to set up novel serialization service, enabling customer to comply with new FDA regulations.
 - connecting with, and scheduling meetings on behalf of clients.
 - Convinced a clinical trial manager to pitch a \$5K annual subscription deal to their CEO after persistent outreach, rapport-building, and product education over 4 months.
- Generated over 500 new leads per client by researching FDA approvals, clinical research press releases, and competitive research
- Prioritized activity between generating ~10 new leads/day, new outreach, nurturing leads, re-activating old prospects, presenting product demos, drafting proposals, and negotiating contracts. Made 45+ calls/emails/day

MONMOUTH UNIVERSITY, APPLIED DEVELOPMENTAL PSYCHOLOGY LABORATORY

Part-time Research Assistant | West Long Branch, NJ | August 2016 - December 2017

- Contributed research to Stapley, J. C. & Kalieta, V. (2017, July). *Emerging Adulthood Theory and Attitudes toward Concussion among Female Collegiate athletes*: conducted 10 interviews and transcribe the data in SPSS to understand major challenges to concussion re-injury prevention

CF-ADVERTISING, *A fundraising and small business advertising company*

Account Manager/Fundraising Coordinator | West Chester, PA | September 2012 - June 2014

- Promoted CF fundraising opportunity to non-profits, school clubs, semi-professional leagues
 - Enabled 4 semi-professional basket teams to raise \$1000+ each by selling discount cards to local small businesses
- Partnered with 3 small businesses by promoting business discounts on Facebook and printing and distributing promotional cards locally.

Education:

West Chester University | Chester County, PA | Graduated December 2014

Master of Public Administration with a focus in a Healthcare Administration

West Virginia University | Morgantown, WV | Graduated May 2012

Bachelor of Arts in Multidisciplinary Studies with minors in Business Administration, Sports and Exercise Psychology, and Leadership Studies

Certifications/Memberships/Skills:

Institutional Review Board, Data Analysis, Recruiting, Scouting, User Research, Word, Excel, PowerPoint, Access, Outlook, HTML, Salesforce

