

# MARGARET A. EVANS

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## Relocating to KC

### PROFESSIONAL EXPERIENCE

2005 – present

#### BUSINESS AND ENTREPRENEURIAL DEVELOPMENT

- Built a national network of highly influential thought leaders and business figures inclusive of multiple industries
- Successfully launched 30+ new businesses, divisions, products and services reaching financial stability within as little as 6 months
- Developed targeted marketing practices leading to rapid and widespread uptake of a previously unknown product in the USA by top tier government officials and private industry
- Managed multiple projects, portfolios, software conversions and platforms resulting in marked increases in efficiency and cost reductions
- Resource acquisition, management and allocation skills enabled business uses collaboratively across unrelated companies
- Planned and executed large meeting/event venues leading to rapid (6-month) uptake in business within multiple market sectors such as: initiating a new division of a architectural design firm, specialty retail within multiple industries. Worked to change legislation resulting in priority government status, etc.
- Used negotiating skills resulting in federal, state, local and private resources being acquired with no tangible costs

1990 – 1997, 2003 – present

#### FARMING

- Received 380% ROI from diversified farming/ranching enterprises comprising of horse, hay and pasture production and management, timber production and management, hunting and recreational ventures, certified forest and conservation practices

2003 – 2004

#### REYNOLDS, INC. (Market Development / Corporate Relations)

- Hired to provide a professional image to the company, obtain high value/high profile accounts and increase business dramatically to make the company attractive for a buyout by a global conglomerate. I was successful and the company was bought out within two years.
- Pioneered cooperative efforts between divisions who rarely collaborated, creating new, larger, and more diverse business geographies and opportunities, which increased productivity and profitability geometrically. Spearheaded construction projects and service work from my efforts in excess of \$100M for fortune 100 companies.

2000 – 2003

#### ECONOTEC LLC (Sales)

- Cultivated adoption and legislative support for previously unknown foreign and domestic products by leading efforts culminating in unprecedented buy-in from regulatory officials; This resulted in “Premier Use” status within governmental and private sectors within first year.
  - Initiated, developed and managed volunteer cooperative efforts between regulatory agencies, independent companies, organizations and thought leaders, resulting in landmark positive change in state legislation and regulation within record setting 6 months.
  - Enlisted independent third party studies performed by Big Ten university non gratis
  - Facilitated landmark cooperation between federal and state environmental and regulatory entities who had no history of support or cooperation
  - Cultivated formation of a new business division and design staff of an architectural firm to engineer previously unknown systems; All services acquired and extended at no additional cost to company
  - Acquired “Big 5” national status in regards to Midwest distribution and Big 10 university contracts

1987 – 2000

#### MERCK & CO., INC. (Professional Specialty Representative – Texas and Indiana)

- Launched the asthma product class with 176% of the market share; this was the most successful launch to date with the highest market share.
- Successfully launched a new class of products (Cox II) into the NSAID marketplace gaining 111% within the highly competitive market.

- Completely reversed a negative territory making it positive for the first time in ten years, received multiple achievement awards for consistently maintaining the highest market share by product for the district and often region and nation.

#### Professional National Launch Team Representative

- Spearheaded the most successful new product launch on record for the AII class finishing 145% to plan
- Successfully launched an osteoporosis class with product finishing nearly 150% ahead of plan
- Successfully launched products onto the Texas Department of Corrections Formulary for the first time in company history, resulting in multiple promotions.
- Created and established lipid clinics, prostate clinics, long-term care projects and community disease screenings, dramatically expanding markets.

#### Professional Academic Representative

Liaised with Researchers, Residents, Attendings, and Fellows at the University of Texas Health Science Center in Tyler, Texas. Garnered great respect and recognition, received numerous letters of recommendation from this institution as well as a personal “office” granted me from the cardiology department.

#### Professional Representative

Received the VIP award for outstanding achievements within the first year.

- Consistently initiated and completed the most successful launches of new pharmaceutical products for a “Top 5” rated company, consistently performing within the top 1 – 3% nationally
  - Completely reversed failing products and territories
  - Responsible for formation of a specialty division within a fortune 500 global pharmaceutical corporation.
  - Conceived, designed, and responsible for the development of the “Long-Term Care” division of a worldwide pharmaceutical giant

## **EDUCATION**

### **PURDUE UNIVERSITY**

**BACHELOR OF SCIENCE IN AGRICULTURAL ECONOMICS**

Minors: Business, Agri-Business, Science, Agri-Science, and Language (Spanish)