

# Brian Higgins

Sales Performance Consultant, Coach, Educator

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## Summary

Sales and business development executive with 35 years of experience in the global healthcare information technologies industry. Successful track record of establishing and executing go-to-market strategies for both start-ups and well established companies. Passionate about the role and value of professional selling in the successful distribution of complex products to complex markets.

Specialties: Healthcare market and business assessments...sales strategy and business planning...sales force education, training, coaching...sales meeting facilitation...mergers and acquisitions...public speaking.

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## Experience

### **Faculty, Leeds School of Business at University of Colorado Boulder**

April 2015 - Present

I am very excited to join the Leeds School of Business as a faculty member responsible for developing curriculum and teaching courses related to sales management and sales performance. By adding professional sales education to their curriculum, Leeds joins a select number of academic institutions who recognize the value of sales education to their students and corporate partners. I'm proud to play an active role in this important effort.

### **Principal Consultant at Brian Higgins Group**

June 2011 - Present

I am a sales strategy and sales performance advisor to information technology companies selling into all segments of the healthcare industry. I provide assistance to companies with the development and execution of their healthcare business plan, market positioning, sales strategy, and sales operation. I coach and mentor sales leaders, management teams and individual contributors on matters of sales strategy, process, and skill development. I deliver highly personalized content and guidance important to the development of high performing sales teams.

### **Senior Vice President - Sales, Strategy and Business Development at McKesson Provider Technologies**

2003 - June 2010 (7 years 6 months)

Senior executive responsible for various aspects of the company's growth via sales, strategic planning and business development.

VP Strategy and Business Development (2006-2010)

Led strategic planning process and executed mergers and acquisitions for several high growth business units in all segments of the healthcare IT industry; hospitals, physicians and payers with a particular focus on healthcare reform and emerging reimbursement models.

VP New Business Sales (2005)

Assisted with the design and implementation of “regionalized” organizational structure, sales process, and service model. Specifically focused on leading teams selling technology products and services to “net new” hospitals, medical centers and physician groups in the Western United States.

VP Clinical Sales (2004)

Managed “clinical product” sales and sales support teams of healthcare professionals from multiple disciplines; doctors, nurses, engineers, analysts, and sales. Product portfolio included hospital EMR, ambulatory EMR, and various departmental systems; lab, pharmacy, radiology, emergency room.

VP Sales, McKesson United Kingdom (2003)

Managed inside and outside sales teams responsible for selling UK product portfolio into Ireland, Scotland, England and Wales.

### **Chief Executive Officer**

June 1997 - June 2001 (4 years 1 month)

Responsible for managing development and execution of business strategy and day to day operations of venture funded technology company. Products were comprised of innovative solutions that leveraged interactive voice response (IVR) and other forms of electronic communications technology to facilitate messaging between healthcare providers and their patients. By targeting medium to large group medical practices and partnering with leading IT vendors in the space, the company emerged as a leader with customers that included many of the leading academic medical center group practices like Mayo Clinic, Leahy Clinic, and Oschner Clinic.

### **Vice President - Sales, Business Development**

1985 - 1995 (11 years)

Responsible for development and execution of sales, marketing and business development strategy for company that pioneered the development of “point of care” electronic medical records solutions for hospitals. Implemented highly productive direct and indirect sales channels that featured several of the most prominent HIT software vendors. Implemented consultative sales process that relied heavily on situational assessments and quantification of product's value proposition.

### **Sales Representative/Sales Manager at McDonnell Douglas**

October 1979 - February 1985 (5 years 5 months)

Entry level sales rep responsible for selling clinical and financial automation solutions to hospitals and physicians offices in 5 state territory. Later promoted to sales manager responsible for Rocky Mountain Region. Six consecutive sales achievement clubs.

## Education

### **University of Denver - Sturm College of Law**

JD, Law, 1981 - 1985

### **Southern Illinois University Edwardsville**

BA, Marketing, Mass Communications, 1975 - 1979

**Activities and Societies:** Varsity athlete

### **St. Louis University High School**

1971 - 1975

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[Contact Brian on LinkedIn](#)