

TERRY MANNING

25 Knoll Street, Roslindale, MA 02131
tmanning.tix@gmail.com | 617-321-2863
<https://www.linkedin.com/in/terry-manning/>

- SUMMARY:** After more than a decade as a proactive and versatile professional with extensive experience in sales and business development, I am eager to transition into an early-career scientific operations role. Recently, I successfully completed the Biotech Career Foundations program, a collaborative effort offered by Bioversity and the Massachusetts College of Pharmacy and Health Sciences. My background in customer engagement and project management has sharpened my agility and adaptability, empowering me to excel in any challenge I undertake.
- BIOVERSITY:** The Biotech Career Foundations certificate program, designed and taught in partnership with the Massachusetts College of Pharmacy and Health Sciences, provides a comprehensive curriculum including practical hands-on training to prepare people for early-career scientific operations roles. During the eight-week course we received training in typical equipment and supplies found in a lab, EHS, inventory management, shipping and receiving, gas cylinder safety, and hazardous waste management. We also practiced professional behavior such as attendance and timeliness, professional communication skills, and cultivating interviewing skills.
- WORK EXPERIENCE:**
- Boston Globe Media**
Enterprise Sales Account Manager (June 2022 – July 2023)
- Responsible for creating marketing strategies for biotech and life sciences clients to increase brand awareness within the industry.
 - Created and managed a portfolio of 20 new clients, resulting in an over 50% increase in The Globe's Biotech industry advertising revenue for 2023 and substantially increased media presence for our client/partners.
 - Developed and executed several successful content and virtual event marketing campaigns, generating over 1,000,000 impressions.
 - Used Globe Media's innovative advertising solutions like native content, lead generation, podcasts, newsletters to boost external communications.
- Valpak Of Greater Boston**
Territory Sales Consultant (Jan 2020 - July 2021)
- Proactively generated new advertising business within the designated area by strategically networking, cultivating referrals, and engaging in local prospecting efforts.
 - Cultivated robust relationships with local and independent businesses, fostering growth and prosperity through effective customer acquisition and retention strategies.
- FSEnet+**
Business Development Manager (Aug 2016 - Dec 2019)
- Led the expansion of sales for platform access subscriptions utilizing the SaaS model to both new clients and existing healthcare systems and medical device companies.
 - Played a pivotal role in enhancing FSEnet+'s reputation as a GS1 certified Global Data Synchronization Network Data Pool and distinguished data management provider within the Commercial Healthcare sector.
 - Collaborated in crafting and executing marketing campaigns aimed at promoting our supply chain solutions to new potential trade partners seeking to exchange precise and up-to-date data with manufacturers, brokers, operators, GPOs, distributors, and retailers directly.
- EDUCATION:** **Bioversity – Biotech Career Foundations**
Certificate of Completion - May 2024

**SKILLS &
ABILITIES:**

Information Management: Meticulous attention to detail assisting clients in collecting and maintaining over 200 data points of essential regulatory information to be entered into the GS1 Global Data Synchronization Network.

Event Planning: Collaborated closely with the conference and event planning team to oversee the sales and programming aspects of week-long biotech conferencing events, attracting over 3000 attendees and engaging hundreds of related companies as exhibitors and sponsors and increasing participation across several years.

Presentation and Communication Skills: Oversaw the coordination of logistics, made announcements for scheduled events and introduced speakers within specific tracks of life science conferences.

Proficient use of the following technologies: Microsoft Office, HubSpot, Salesforce, Atlassian, LinkedIn Sales Navigator, Slack, Google Drive, Google Docs, Dropbox, Zoom

**AWARDS,
RECOGNITION,
ACTIVITIES:**

- Keeping The Beat Retreat Counselor 2018 – Present Camp Burgess, MA
The Retreat is held once a year providing a safe environment for Boston Children's Hospital patients ages 6 to 17 who have pacemakers or implantable cardioverter-defibrillators (ICDs).