

MATTHEW BUFFUM

Small Business Owner & Operator

CONTACT

803.429.7471

mbuffum@icloud.com

Columbia, SC

<https://avondalesupply.net>

www.linkedin.com/in/matthewbuffum

EDUCATION

The University of South Carolina
Columbia, South Carolina

B. S. Exercise Science

Class of 1992

AREAS OF EXPERTISE

- Capital Equipment Sales
- Consultative Sales
- Revenue Generation & Growth
- Multi-Channel Marketing Solutions
- Contract Development Initiatives
- GPO & IDN Management
- All Facets of Business Ownership
- Business Development Initiatives
- Strategic Planning & Execution
- Cross-Functional Team Leadership
- Contract Negotiations
- CRM Management Tool, Salesforce
- Logistics & Procurement Management
- Budgetary Projections
- E-Commerce Management

ABOUT ME

I have more than 20+ years of selling medical devices and surgical instruments as well as 5 years of logistics, operations, procurement, and sales management. In 2001, I was awarded # 1 Sales Rep of the Year at Pilling Weck Surgical. I am a dynamic, results-driven executive with expertise in all facets of consultative sales, revenue generation, marketing, and client relations management. I pride myself on being exceptionally adept in crafting innovative solutions that optimize processes, productivity, and profitability. Skills I demonstrate daily in the workplace is being an engaging presenter, articulate communicator, and champion of high performance, cross-functional teams. Below I have highlighted some key past experiences that I feel have prepared me to fulfill this role.

EXPERIENCE

OWNER & OPERATOR | AVONDALE SUPPLY

Serving GA, SC & NC | March 2017-Present

- Distribution of all Facility Supplies, Equipment, and Food Service Supplies to commercial and industrial buildings, manufacturing facilities, restaurants, bars, clubs, schools, gyms, and large, tenant-occupied real estate
- Designed and co-created an e-commerce platform for all online sales at Avondale Supply (shop.avondalesupply.net)
- Led, developed, and empowered all employees to increase revenue platforms through a CRM-managed platform, Salesforce
- Increased sales by 35% over Y1, 22% over Y2, and 31% over Y3
- Designed & implemented a consolidated SKU warehousing system to decrease vendors, minimize picking errors, and increase fulfillment accuracy to greater than 95%
- Managed logistics and procurement team to reduce the turn ratio from a 45 to 28-day cycle

HEALTHCARE FACILITY SUPPLY SPECIALIST | VERITIV CORPORATION

Columbia, South Carolina | May 2010-March 2017

- Managed local GPO and IDN opportunities for all facility supplies throughout the territory on all healthcare-related platforms
- Exceeded quota 4 out of 6 years in the territory
- Managed all aspects of business through a CRM-managed platform, Salesforce
- Marketed, sold, and managed all equipment to include large burnishers, walk-behind scrubbers, and additional capital sales
- Call points consisted of the Director of Environmental Services, Director of Infection Control and C-Suites

SENIOR TERRITORY MANAGER | SOUTHTECH ORTHOPEDICS (ARTHREX)

Columbia, South Carolina | March 2008-October 2009

- Call points consisted of Orthopedic surgeons and the Director of Surgical Services
- Secondary call point was VAT (Value Analysis Team) for the associated IDN to determine the need and specificity related to each orthopedic procedure
- Secondary call points included Charge Nurse for Orthopedic Service and Director of Purchasing
- Responsible for all orthopedic-related implants to include RCR, ACL, Foot/Ankle repair, and additional complex orthopedic procedures
- Increased the territory by 13% for 19 months in the territory

SENIOR ACCOUNT MANAGER (ANESTHESIA & CRITICAL CARE) | SMITHS MEDICAL SC & NC | November 2004-March 2008

- Increased territory by 22% over a 4-year period
- Managed all critical care areas of the hospital including PICU, NICU, ED, and Surgical Services and Neonatologists
- Call points included the anesthesia manager, Anesthesiologists, CRNAs, and purchasing manager
- My highlight was \$825,000 sale of infusion pumps into Hemby Children's Hospital at Novant Health