

JEFFREY BUCZAK

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SUMMARY

A medical device industry professional with marketing, sales, account management, and contract negotiation experience. Currently teaching sales and business development at the university level.

EDUCATION

BS HUMAN FACTORS ENGINEERING, U. S MILITARY ACADEMY

WEST POINT, NY

MBA, MARKETING, UNIVERSITY AT BUFFALO

BUFFALO, NY

ADDITIONAL RELEVANT CERTIFICATIONS

- NEGOTIATION AND LEADERSHIP- HARVARD LAW SCHOOL
- MULTICULTURAL NEGOTIATION- JFK SPECIAL WARFARE SCHOOL

EXPERIENCE

AUGUST 2022 – PRESENT

ADJUNCT PROFESSOR & LEADERSHIP COACH, THE CITADEL, MILITARY COLLEGE OF SC

- Teach Sales, Marketing, and Business Development classes to College Juniors and Seniors.
- Guidance counselor and leadership coach to Military Academy Cadets.

JANUARY 2020 – JULY 2021

AREA MARKETING DIRECTOR, SMITH & NEPHEW

- Managed regional marketing and value-add programs in the Eastern US
- Expanded strategic partnerships with teaching institutions and Integrated Delivery Networks (IDNs)

JANUARY 2019 – JANUARY 2020

AREA DIRECTOR NATIONAL ACCOUNTS, WRIGHT MEDICAL

- Led planning and execution of account targeting and selling strategies for extremity orthopedics.
- Managed all aspects of commercial contracts and relationships with Group Purchasing Organizations, purchasing networks, and hospitals in the Midwest Region

AUGUST 2017 – JANUARY 2019

DIRECTOR, NATIONAL ACCOUNTS & PRICING, CONFORMIS

- Built a National Accounts team and implemented a contract management system at an early-stage company.
- Established and implemented a national pricing strategy for existing and new products.
- Managed contract negotiations for all accounts in the Eastern half of the United States and four national Group Purchasing Organizations (GPOs).

MAY 2013 – AUGUST 2017

CORPORATE ACCOUNT DIRECTOR, JOHNSON & JOHNSON (DEPUYSYNTHES)

- Responsible for the development and execution of medical device franchise pricing strategy. Analyze price and sales models to optimize offer development. Responsible for contract negotiation and value delivery to key accounts..
- Portfolio responsibility included Joint Reconstruction, Trauma, Spine and Sports Medicine.

JUNE 2005 – MAY 2013

GROUP PRODUCT DIRECTOR, JOHNSON & JOHNSON (DEPUY ORTHO)

- Managed pricing strategy for DePuy Knee Franchise.
- Developed and executed national marketing and education programs for multiple brands.
- Led the Computer Assisted Surgery(CAS) and Technical Sales Team which sold and serviced advanced technology products. Successfully launched a new technology portfolio.

MAY 2002 – JUNE 2005

SENIOR PRODUCT MANAGER, WRIGHT MEDICAL

- Managed knee replacement product line.
- Launched Minimally Invasive Surgery (MIS) Product Line.

MAY 1998 – MAY 2002

TERRITORY MANAGER, OSTEOMED

- Responsible for sales and service in Upstate New York territory.
- Responsible for developing and presenting sales and price proposals.
- Led the national sales force in sales of small joint replacements for two years.

MAY 1996 – MAY 1996

QUALITY ASSURANCE ENGINEER, STRYKER INSTRUMENTS

- Responsible for quality design and testing of small bone surgery
- Conducted field engineering and worked with hospital biomedical engineering to determine and resolve performance issues.

MILITARY EXPERIENCE

1999-2011 ***U.S. Army- Reserves***

Jul 2008-May 2009, MAJOR, LOGCAP Support Officer, Afghanistan

- Responsible for locating and surveying new base locations in preparation for a troop surge.
- Project Management of new base construction and logistics by civilian contractors.
- Technical expert on government contract selection board Afghanistan base construction and logistics contracts.

Feb 2003- May 2004, MAJOR, Civil Affairs Team Leader, Iraq

- Trained and led reserve soldiers during combat operations.
- Organized local governments in southeastern Iraq. Liaison between local leaders and the US Military.
- Led the transfer of provincial government functions to the new Iraqi government in Baqubah, Diyala Governorate.
- Organized and led the distribution of food, medical supplies, and other critical services to Iraqi civilian population.

1999- 2000, MAJOR, Civil Affairs Officer, NATO Peacekeeper, Bosnia-Herzegovina

- Managed a rebuilding program that allowed refugee returns to villages destroyed during the war.
- Mediated negotiations between opposing political factions on behalf of the U. S. Army.
- Planned and executed small business workshops that provided business plan assistance and loans to small business people and farmers.

1987–1996 ***U.S. Army- Active Duty***

Special Operations Civil Affairs/ Psychological Operations Officer

- Planned and implemented Civil Affairs campaigns in Latin America.
- Managed road construction projects in Panama, El Salvador, and Ecuador.

. Airborne Infantry Officer

- Commanded a 132-soldier company in the Army's 101st Airborne Division that deployed on three major training operations.
- Led soldiers during combat and security operations in Panama.