

## JOHN A. PETERS

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John Peters has extensive expertise in Global and Domestic Sales, Sales Management, Business Development and General Management with sophisticated medical products, systems and services in the Hospital, Operating Room, Blood Bank, Proprietary Clinic, Private Physician and OEM Contract Manufacturing settings. His sales and management experience is accompanied by a proven track record of building, organizing and leading highly successful, results driven, multifunctional, multicultural sales teams.

Mr. Peters has held senior level Sales, Marketing and General Management positions with several companies where he has been instrumental in driving efficiencies and making significant contributions to their growth and profitability.

With the Medical Products Group of Fortune 500 W.R. Grace & Company, a \$1 billion medical device division, he started in sales and worked his way up through middle management to Vice President/Global Business and Executive Committee Member. While there he received many sales and management awards and led worldwide business units with \$200 + million in sales and grew profits from 8% to 11% (\$12 million on \$150 million in sales to \$22 on \$200 million in sales) in 2 years.

Most recently Mr. Peters served as Vice President of International Sales and Marketing for a division of Cookson Group PLC, an international conglomerate, where he led their UK and French subsidiaries and managed distributorships in 50+ countries. While there he generated \$1 million in new sales by negotiating and concluding a long-term distribution agreement as well as saving thousands of dollars by instituting new account management tools and procedures.

With his extensive experience in direct sales, sales management, marketing and business development, Mr. Peters founded **Emerson & McLeish Associates**. A business consulting firm specializing in **sales optimization** and dedicated to devising and implementing solutions and strategies to address problems concerning the entire Domestic and Global sales process, including organizational needs and management in medical device, pharmaceutical/life sciences, healthcare, OEM contract manufacturing companies, startups, newly commercialized ventures and international companies entering the U.S. market.

Mr. Peters holds a B.S. in Business Administration from Northeastern University in Boston, MA and has taken Xerox, American Management Association and National Managed Care Health Care Congress advanced courses in sales, management, interpersonal skills and finance. He is also a member of the, International Executive Resources Group- **IERG Certification GBL** (Global Business Leader), a former member of New Jersey Executive Networking Group, Beacon/Greater Philadelphia Senior Executive Group and a Veteran having served as an Officer in the U.S. Army.