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H. Wheat Bailey II

Objective	Management Consultant
Summary of qualifications	<ul style="list-style-type: none">▪ More than thirty + years of comprehensive management, sales management, and sales experience within the medical industry.▪ In-depth knowledge of the medical equipment and supply market.▪ National and Regional management, interviews, new hires, evaluations, goals, and quotas.▪ Experience with start-ups, building and warehouse leases, employee management, and equipment acquisition.▪ Strong management and sales background, illustrated through consistent company awards, rapport with associates, and ability to motivate others to their highest levels of productivity.▪ Dealer Relationships, negotiating pricing, terms and conditions of contracts, training and motivating, inventory, and accompanying staff with sales calls or surgical support.▪ Develop new markets, sales strategies for new product lines pertaining to changing medical guidelines, requirements, and reimbursements.▪ Created national and regional CEU Programs for physicians and nurses.▪ Author of copyrighted educational training book on hazards of surgical plume.▪ Participated in National AORN and ANSI Standards and Practices committees regarding surgical plume and safety.▪ Member of the Dallas Turnaround Management Association.▪ Small business owner in manufacturing medical device sales and distribution.▪ Small business owner in the Aesthetic Consulting Area.
Education	University of Texas – El Paso, Texas Bachelor of Business Administration
Professional experience	<p><u>AESTHETIC BUSINESS CONSULTING & SALES, L.L.C.</u> October 2003 – Present CHAIRMAN OF THE BOARD & PRESIDENT – Sales of aesthetic capital equipment, marketing concepts, and consulting to the aesthetic and medical spa market. Consulting to include site location, construction and build-out, design, equipment selection, staff employment, training, marketing, business plan, and monthly monitoring once the medial spa has opened. Also, consulting services for existing aesthetic centers / medical spas.</p> <p><u>COOL AESTHETIC TECHNOLOGY / BRIGHT STAR MEDICAL TECHNOLOGY, L.L.C. / Aesthetic Business Consulting & Sales</u> January 2001 – Present OWNER – sales of aesthetic capital equipment, marketing concepts, and consulting to the medical aesthetic and medical day spa market.</p>

AESTHETICA MEDSPA MGT. SERVICES, INC., AUSTIN, TEXAS

October 2000 – January 2001

VICE PRESIDENT – SALES & MKTG. - Consultant to a new start-up corporation. This company has adopted my skin center sales concept, and intends to franchise or joint venture this concept in the U.S. and abroad. Using this concept they have been extremely profitable from day one.

ECLIPSE MEDICAL, AUSTIN, TEXAS

July 1998 - September 2000

SALES REPRESENTATIVE - Sales of aesthetic capital equipment. Product lines represented were ESC IPL and laser products, microdermabrasion devices, Belisle muscle re-education system for facial contouring, Symedex percussive cellulite therapy device, Symedex Multi-therapy bed systems, and Endermology cellulite Therapy Systems. Originated the Skin Center Sales Concept and the three component skin care concept, which enhances the epidermal, dermal, and muscle re-education treatments. The synergies of these treatments in combination are superior to the stand-alone treatments.

HGM MEDICAL LASERS, SALT LAKE CITY, UTAH

March 1997 – August 1998

INDEPENDENT SALES REPRESENTATIVE – Responsible for sales of medical lasers to the office aesthetic and ophthalmic market, as well as the surgical center and hospital markets in Texas, Louisiana, Mississippi, and Alabama.

HGM MEDICAL LASERS, SALT LAKE CITY, UTAH

September 1996 - March 1997

NATIONAL SALES MANAGER - Manage existing Sales and Marketing plans, interview and hire sales representatives, train, motivate, evaluate monthly, quarterly, and annual sales performances. Monitor physician education training courses, lead generation and follow-up. Create sales strategies for existing or new product lines.

SORENSEN LABORATORIES, SALT LAKE CITY, UTAH

February 1995 - August 1996

NATIONAL SALES MANAGER - DOMESTIC & INTERNATIONAL SALES - An employment agreement required my services as national sales manager for domestic & international sales as part of the purchase agreement between Sorenson Laboratories and Custom Laser Accessories & Suction Systems, Inc.

CUSTOM LASER ACCESSORIES & SUCTION SYSTEMS, PLANO, TX

October 1985 - February 1995

FOUNDED COMPANY, PRESIDENT, CEO, and CHAIRMAN - Company began as a device manufacturer of smoke evacuation products supporting the laser sales of the sales representatives of the local laser distributor, Products for Surgery. National distribution was established with Baxter healthcare, as well as several OEM contracts with various ESU and laser manufacturers. The company was sold to Sorenson Labs February 1995.

PRODUCTS FOR SURGERY, INC., FT. WORTH, TX

January 1982 - December 1993

SALES REPRESENTATIVE - Responsible for sales of specialty surgical capital equipment and disposable products for all major surgical specialties.

- Salesman of the year - 1983, 1985, 1987, 1990
- Million Dollar Club - 1985 thru 1992
- Two Million Dollar Club – 1990 (Only sales person at PSI to ever achieve this honor)
- Numerous Vendor Sales Awards
- Created the Laser Center Concept - Bundling of products with education and training coupled with simultaneous initiation of advertising and marketing.

NEW DIMENSIONS IN MEDICINE, HOUSTON, TX

April 1977 - August 1978

REGIONAL SALES MANAGER - Management and Sales of ESU equipment and cardiac monitoring devices.

February 1973 - March 1977

SALES REPRESENTATIVE - Sales of ESU equipment and cardiac monitoring devices.

CONVERTORS - DIVISION OF AMERICAN HOSPITAL SUPPLY, HOUSTON, TX

April 1972 - February 1973

SALES REPRESENTATIVE - sales of surgical packs, gowns, etc.

Patents and publications

- Inventor / Owner of CLASS Smoke Evacuation Systems, 1984-1994. Class was number 2 Smoke Evacuation System in the World by 1989.
- Wrote, published, and copyrighted "Benign Neglect" educational and training material pertaining to the hazards of laser and ESU plume.

Languages

Bilingual – English and Spanish

References

Available upon request.