

DEBORAH TORNABENE-FANSHAWE

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CAREER SUMMARY

- Healthcare professional with 15 years of experience in sales and a proven track record of increasing profits for industry-leading clinical diagnostic testing products and instrumentation. Effectively managed a sales team.
- Board member of The Women's Board of The Johns Hopkins Hospital (Marketing Committee)
- Graduate student in pursuit of a Master of Science in Education – Digital Age Learning and Educational Technology (DALET) at The Johns Hopkins School of Education.
- Worked for Diagnostic Products Corporation as a Regional Sales Manager in NYC, Boston, NJ, PA.
- Prior to the merger, Ortho Diagnostics Systems, Inc. (Johnson & Johnson Co.)
- Medical Technologist, ASCP registered

PROFESSIONAL EXPERIENCE

- Volunteer Tutor** – Living Classrooms Foundation, Baltimore. Year – Round Fellow Program. **Present**
- Social Media Coordinator/Hospital Liaison** – The Women’s Board of The Johns Hopkins Hospital. **2018 – Present**
- Sales And Marketing Representative** – 20/20 GeneSystems, Inc. Sales & Promotion of *OneTest*. **2018 – 2019**
- Middle School Teacher** – Severn School, Severna Park. Long – Term Teaching Position. **2012 – 2014 & 2018**
- AVID Tutor** – Severna Park Middle School/High School. Taught Junior Achievement Entrepreneurship. **2003 & 2012**
- Marketing Representative/Blood Bank Specialist** – Ortho Diagnostics Systems, Inc. (a Johnson & Johnson Co.) Chicago, IL. Sold and serviced diagnostic blood bank reagents. **1994 – 1995 & 1999**
- Manager, Eastern Region** - Diagnostic Products Corporation, Los Angeles, CA. Hired, trained and led a team of technical sales representatives. Assigned quotas, forecasted, conducted regional meetings, developed incentive plans and evaluated personnel. Managed the strategic planning and annual budget process. Promoted IMMULITE (automated chemiluminescent immunoassay system). **1987 – 1993**
- Technical Sales Representative** – Diagnostic Products Corporation, Los Angeles, CA. Sold diagnostic reagents and computerized gamma counters in NY, NJ and CT. Sold to Lab Directors, M.D.s, and PhDs at Yale affiliated hospitals, reference labs, university research facilities, fertility centers, and private laboratories. American Association for Clinical Chemistry (AACC) trade shows participation. **1984 – 1987**
- Technical Sales Representative** – BIO-RIA (Quebec, Canada), Immuchem Corp./Radioassay Systems Laboratories (Carson, CA). Sold RIA diagnostic products in NY, NJ, PA, and CT. AACC trade show participation. **1981-1984**
- Medical Technologist MT (ASCP)** – Arden Hill Hospital, Goshen, NY. **1980**

EDUCATION

Johns Hopkins School of Education, M.S. in Education – DALET, expected completion 2021. B.S. Medical Technology, Chemistry. SUNY Fredonia. Dean’s List, Tri-Beta National Biological Honor Society