

Jordan Whitfield

Specialty Sales Representative

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SUMMARY

Specialty sales representative with 6 years in pharmaceutical sales, the last 4 in specialty pharmaceutical sales for rheumatology and dermatology biologics. Combines business acumen on market access and payer rules with clear presentation skills, reaching 31% new-patient share and 118% of goal in 2025.

EXPERIENCE

Specialty Sales Representative

01/2023 – Present

Peachtree Biologics

Atlanta, GA

Rheumatology and dermatology biologic launch team covering 75 practices in metro Atlanta.

- Launched a new biologic in 75 rheumatology and dermatology practices, reaching **31%** new-patient share in 18 months.
- Partner with field reimbursement on key account management for 40 offices, clearing prior authorization barriers.
- Present peer-reviewed data at 20 speaker programs a year, each with 12 to 25 attending clinicians.
- Achieved 118% of the 2025 goal and earned President's Club as 1 of 9 representatives out of 120.

Pharmaceutical Sales Representative

06/2020 – 12/2022

Southern Crest Pharma

Macon, GA

Primary care and endocrinology territory with 210 prescribers in central Georgia.

- Increased market share of a GLP-1 product from 11% to 19% across 210 prescribers in 2 years.
- Developed call plans in Veeva CRM and Microsoft Excel that hit 98% of quarterly reach and frequency goals.
- Trained 4 new representatives on territory routing, compliance rules and product messaging.
- Wrote quarterly business plans in Microsoft Word that tied target lists to local formulary changes.

SKILLS

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|----------------------------------|-----------------------|------------------|
| • Specialty Pharmaceutical Sales | • Presentation Skills | • Microsoft Word |
| • Rheumatology | • Business Acumen | • Accountability |
| • Market Access | • Veeva CRM | |
| • Key Account Management | • Microsoft Excel | |

EDUCATION

Bachelor of Science

05/2020

University of Georgia

Athens, GA

Biology