

SEAN BOGDANY

(917) 804-8840 · sean.bogdany@gmail.com
www.linkedin.com/in/seanbogdany

High-energy entrepreneurial sales leader and strategist with 20+ years in business-to-business, digital, SaaS, and advertising sales experience in the healthcare industry. Strong focus and expertise dedicated to creating, leading, and hyper scaling national and global sales teams. Robust experience in sales leadership, developing and managing large sales teams, and working cross-functionally with C-suite leadership, product marketing, strategic development, operations, market research, communications, client solutions, and account management. Proven track record and strong passion for innovating and growing businesses, leading teams, and helping to elevate the top pharmaceutical and hospital brands globally.

EXPERIENCE

JANUARY 2023 – MAY 2026

SENIOR VICE PRESIDENT, HEAD OF STRATEGIC PARTNERSHIPS

REACHMD, FORT WASHINGTON, PA

- Hired, trained, developed, and led 8 Strategic Account Directors and oversaw all business across agencies and pharmaceutical-direct partners
- Created new, innovative, turn-key (MLR free) products that yielded \$MM in sales in 2025 across the top HCP media buying agencies
- Hyper scaled sales by 157% in 2025 vs 2024; Largest sales year in company history—21 years
- Significantly increased the average deal size from \$117K to >\$350K
- Grew renewals by 28% in 2025 vs 2024
- Platinum President's Club Award winner back-to-back years (every year eligible*)

JUNE 2022 – OCT 2022

EXECUTIVE VICE PRESIDENT, HEAD OF SALES & PARTNERSHIPS

HEALTHCASTS, NEW YORK, NY

- Brought in to scale the organization to \$100 million in gross sales, sustained annually
- Hired 2 high-level sellers from the media sales industry within my first month of employment
- Closed \$2.7 million with a new pharma partner within my first 3 months of employment

JUNE 2017 – JUNE 2022

SENIOR VICE PRESIDENT, PARTNERSHIPS

MYHEALTHTEAM, SAN FRANCISCO, CA

- Built and grew a new media business to over \$100M in gross revenue over 5 years by creating new products, working with top agency liaisons, building and scaling a sales organization via hiring, training, mentoring, and leading top sales talent in the media industry
- Achieved sales sustainability of approximately \$40-50 million in gross media sales each year
- Helped build and launch medical affairs and clinical trial recruitment efforts within pharma manufacturers

- Helped secure deals with >40 top pharma manufacturers
- Brought in as employee #13 and helped scale it to a 109-person company making it the fastest growing social network in chronic health, with social networks in 47 chronic conditions and over 1 million members
- Closed the first media sale to the biggest pharma manufacturer in the industry and within 2 years grew that partnership to \$10M+
- Built and led the original internal Culture Council
- >90% employee retention rate over 5-year tenure
- Identified, developed, closed, and retained strategic partnerships with top global pharmaceutical/biotech organizations that empowered members by way of custom content, market research, and clinical trial recruitment efforts

JULY 2015 – MARCH 2017

VICE PRESIDENT, PATIENT ENGAGEMENT SOLUTIONS

OUTCOME HEALTH, CHICAGO, IL

- Created and led the new Integrated Health Systems Membership team consisting of 5 regional sales directors and 3 Account Managers
- Built and launched the first-to-market Oncology Infusion Room Tablet for patients receiving infusion room therapies to help enhance the patient experience
- Led efforts across the Commercial Solutions team to increase revenue from the top pharma, biotech, and medical device organizations
- Worked cross-functionally with leadership partners in product, marketing, on-boarding, IT, network deployment, and content production to grow the Integrated Healthy Systems and Commercial Solutions divisions

JANUARY 2012 – JANUARY 2015

EXECUTIVE DIRECTOR, HOSPITAL STRATEGIC & CPG EMERGING MARKETS, US & GLOBAL

WEBMD, NEW YORK, NY

- Created, built, and led the hospital strategic sales team consisting of 5 sales professionals and 4 support staff
- Led the Emerging Markets sales team consisting of 5 sales professionals and 3 support staff who worked with CPG, OTC, medical supply, insurance, technology, and retail companies
- Attended client meetings with team members to help sell integrated digital sponsorships on WebMD.com (consumer), Medscape.com (healthcare professionals), WebMD Magazine (consumer point of care)
- Strategized with internal teams (C-Suite leadership, Strategic Development, Client Solutions, Product & Mobile Marketing, Communications, Research, Inventory, Ad Operations, and Editorial) to help create and advance online, mobile, and print solutions
- Strong C-Suite relationships with providers: Cleveland Clinic, MD Anderson Cancer Center, NY Presbyterian, Cancer Treatment Centers of America, Barnabas Health, St. Jude Children’s Research Hospital, and University of Colorado Health System
- Within first year managing at WebMD: increased revenue in 2013 to \$18.6M from \$12.1M in 2012, resulting in 54% growth
- 2014 Quota: \$25M; Sales: \$27.8M; Sales Attainment: 111%
- 2013 Quota: \$16.8M; Sales: \$18.6M; Sales Attainment: 110%
- 2013 Awards: Outstanding Team Achievement and Top Revenue Goal Attainer

- Promoted from Director of CPG Strategic Accounts after 1 year where I ensured comprehensive and accurate execution of the entire sales cycle beginning with sales development and ending with campaign completion reporting for CPG brands including Campbells, Kellogg's, Hershey, Combe, C.B. Fleet, Weight Watchers, Viacord, and Target
- 2012 Sales Attainment: 112%
- Year-over-year sales increase: 108%
- Recipient of the CPG Star Sales Award

AUGUST 2010 – JANUARY 2012

BUSINESS DEVELOPMENT, PHARMACEUTICAL/BIOTECHNOLOGY LEAD

BLOOMBERG LP, BLOOMBERG GOVERNMENT, WASHINGTON DC

- Managed and motivated a team of 4 Business Development professionals to sell a new, online information portal targeting C-suite executives in the Pharma and Hospital industries
- Worked cross-functionally with Strategic Development, Marketing, Communications, Brand Team, Product Development and Legal to ensure success of Bloomberg Government
- Consistently exceeded sales goals by securing 107 in-person and remote demonstrations (most secured on Business Development team) with C-suite executives across the Pharmaceutical and Biotech industries
- #1 in sales during pre-launch from August 2010 to December 2010
- #3 in sales out of 54 Business Development professionals in 2011

MAY 2009 – AUGUST 2010

CORPORATE SALES CONSULTANT, CARDIOVASCULAR FRANCHISE

NOVARTIS PHARMACEUTICALS, RED BANK, NJ

- Responsible for redevelopment and reorganization of underperforming territory based on ability to analyze, strategize, and effectively identify strengths, weaknesses, opportunities, and threats
- Liaised between representatives and management to implement new strategic thinking and ideas
- Developed sample distribution, voucher utilization, formulary performance reports, monthly budget trackers, new physician-specific routing, prescriber trend charts, product-specific business planning tools, and weekly tier-1 action plans to increase sales
- Organized and conducted weekly district-wide conference calls to dissect clinical studies and effectively promote clinical data
- Conducted weekly field rides with territory sales representatives in order to maximize selling strategies, ensure consistent delivery of sales messaging, and consult on business analytics
- Territory success: 2010 Rankings: 9 out of 503; 2010 Goal Attainment: Diovan-111.39%, Exforge-102.15%, CV Family-109.29%

APRIL 2008 – MAY 2009

SALES REPRESENTATIVE II, RESPIRATORY FRANCHISE

SCHERING PLOUGH, NEW YORK, NY

- Chosen as 1 of 19 nationwide representatives to serve on the National Leadership Development Committee to advise, mentor, and strategize to help improve and enhance sales initiatives for representatives nationwide
- Created and executed the first national sales mentorship program across the country

- Developed the 2009 business plan for the New York City district in order to maximize product growth
- Appointed as 2009 New York City District trainer and Sales Mentor
- January 2009 Goal Attainment: Portfolio- 104.3%; Nasonex-108.2%; Clarinex-107.2%; Avelox-103%; Asmanex-99.7%
- Q4 QTD Goal attainment: Avelox-130.8%; Clarinex-103.4%; Nasonex-101.1%
- #1 in the nation for Proventil HFA TRx scripts (C4 vs. P4, 8/22/08) out of 296 teams
- Highest call average in the region out of 97 reps with 12.3 calls per day
- Received Top Performance award at initial training
- Trained on 6 Schering Plough products and passed a total of 34 exams scoring >95% in only 6 months

JULY 2006 – APRIL 2008

SALES REPRESENTATIVE

BOEHRINGER INGELHEIM, NEW YORK, NY

- Built and maintained relationships with over 200 physicians on the east side of Manhattan, including Urologists, Cardiologists, Pulmonologists, Allergists, Primary Care Physicians, and institutions (NYU, Lennox Hill, New York Presbyterian)
- Achieved the highest 2007 call average in the NY Metro region (11.2 calls per day to date); highest frequency attainment in the region for all 3 products (Flomax=118.6, Micardis=110.6, Spiriva=121.5)
- 2007 District Trainer
- Created and executed comprehensive territory business plan focused on individual client sales strategies in order to maximize time in field
- Received numerous accolades for 2007 performance: Nominated for Rookie of the Year Award; achieved an overall rating of “Exceeds Expectations” on performance review; received Manager-to-Employee Champion Award (nominated by District Manager); received Peer-to-Peer Champion Award (nominated by 2 fellow teammates)

OCTOBER 2004 – MAY 2006

SALES PLANNER

ABC TELEVISION NETWORK, NEW YORK, NY

- Sold ABC advertising inventory, sponsorship, and branded entertainment opportunities to media buyers
- Developed and maintained strong business relationships with new and existing media buyers and clients through heavy phone contact and face-to-face client interaction
- Supported the ABC TV Network Sales Team in order to maximize sales profitability and achieve sales goals
- Maintained and implemented multimillion dollar sales agreements between ABC (Primetime, News, and Late Night) and advertising agencies, confirmed and generated contracts, built plans, managed all primetime inventory and resolved discrepancies
- Serviced and assisted Account Executives by preparing sales presentations using ratings, research tools, and information
- Coordinated with Programming, Marketing, Production, Finance and Traffic

EDUCATION

AUGUST 2000 – MAY 2004

BACHELOR OF SCIENCE, MARKETING & LEADERSHIP

JOHNSON & WALES UNIVERSITY, DENVER, CO

- Graduated *cum laude*
- DECA President
- Presidents Leadership Council, member
- Collegiate Ambassador Team, member
- Delta Sigma Phi, social chair
- Men's Soccer Team, Team Captain