

Jennifer Sevcik

PROFESSIONAL PROFILE

- Dynamic and ambitious sales professional, business operator, owner and leader with a track record of consistently meeting and exceeding established profitability goals
- Skilled communicator with confirmed ability to understand and convey complex product knowledge, build rapport, and develop strong relationships with customers
- Proven overachiever with capability to close sales, generate new customers and expand existing accounts in a fast-paced, highly technical industry
- Motivated and passionate self-starter who is adept at working independently with minimal supervision, as well as contributing to a team as a productive team member
- Customer focused consultant with strong interpersonal skills and demonstrated ability to handle customer questions and objections
- Intelligent and hungry go-getter with exceptional level of technical competence with regard to product knowledge and surgical procedures

Areas of Strength include:

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|---------------------------|--------------------------|--------------------------------|
| • Visionary Leadership | • Effective Communicator | • Team Building and Networking |
| • Product Knowledge | • Innovative Mindset | • Consultative Sales |
| • Partnership Development | • Competitive Analysis | • Account Management |
| • Customer Satisfaction | • Territory Penetration | • Customer Needs Assessment |

PROFESSIONAL EXPERIENCE

Owner & Operator, Duality, May 2019 - present

Description: Duality is a boutique, class-based gym located in Sloans Lake. The studio offers three different class formats and employs over 50 Fitness Instructors and Wellness Concierges.

Notable Accomplishments:

- Ranked Best Studio in Denver 2022, 2023, 2024

Owner & Operator, Side Pony Coffee & Cocktails, March 2023 - present

Description: Side Pony is an all-day coffee and cocktail lounge located in Sloans Lake. The extensive menu features coffee, cocktails and small bites.

Notable Accomplishments:

- Top Line YOY profitability since business inception

Chief Marketing Director & Partner, Original Glam, January 2023- present

Description: Original Glam is a beauty, wellness and functional medicine clinic located in Sloans Lake. The clinic provides over 100 different services from aesthetics to injectables, longevity medicine to functional peptides.

Notable Accomplishments:

- Zero debt and expansion within the first two years of operating

Owner & Operator, Duality X EMS Personal Training, January 2025- present

Description: Duality X EMS is the personal training arm of Duality. Located inside Duality, this service provides cutting edge technology to enhance workouts and build strength.

Notable Accomplishments:

- Minimal overhead with high profit margins from day one

Area Sales Manager, Orthofix Inc, January 2014- present

Responsibilities:

- Strategic area management: develop and communicate a strategic vision for the territory and establish an aligned area business plan to foster the development of local and regional account-specific business plans
- Devise and track business metrics to enhance productivity and improve performance and communicate best practices across the organization
- Evaluate strategy, resource allocation and utilization, profitability, business results, and customer goal attainment to maximize outcomes and apply corrective action when targets are not achieved
- Customer management and business partnering: coordinate efforts with business partners across the territory to deliver customer excellent, coordinate selling activities, reduce redundancy, achieve sales quota and increase market share
- Champion for teamwork and collaboration with the region and across internal and external business partners; establish effective communication process throughout the team and partner to ensure that information is shared openly and key stakeholders remain involved
- Talent management: recruit, select and hire an effective, qualified and diverse team while providing continuous coaching and development to improve effectiveness of the team

Notable Accomplishments:

- Top Area Sales Manager in country: 2014, 2015, 2016, 2017, 2018; ranking based on revenue production, percentage to quota and year over year growth
- Increased total revenue from 3.5 million in 2014 to 9 million in 2022 with consistent year over year growth
- Nominated to National Steering Committee in 2018; attend quarterly meetings to strategize with senior management on the direction of the BioStim division
- Legacy Award Winner in 2017 – top company award
- Multi-million dollar club member in 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022
- Quota Buster club member in 2014, 2015, 2016, 2017, 2018, 2019

EDUCATION

Colorado State University, Fort Collins, Colorado

Bachelor of Science in Business Administration and concentration in Marketing, 2006

Graduated Summa Cum Laude

Personal and Professional References available upon request