



Chartered 1708

Office of the Mayor
Gavin Buckley, Mayor
160 Duke of Gloucester Street
Annapolis, MD 21401-2517

May 27, 2021

To: Alderpersons, City of Annapolis

From: Mayor Gavin Buckley

Re: Recreation Advisory Board appointment

Pending your approval, I would like to appoint Ms. Sheila Carroll to the Recreation Advisory Board. Ms. Carol is a resident of Ward 8 and this appointment fills a vacancy on the commission.

Sheila Carroll
811 Tyler Ave.
Annapolis MD 21401

A copy of her resume is attached. Her term will expire 6/30/2024

Thank You.

GB/hrr

Reviewed by: <u>Economic Matters Committee</u>	
<u> </u> Favorable	<u> </u> Unfavorable
_____	_____
Committee Chair	Date



City of Annapolis
 Office of the Mayor
 160 Duke of Gloucester Street
 Annapolis, MD 21401-2517

Mayor@annapolis.gov • 410-263-7997 • Fax 410-216-9284 • TDD use MD Relay or 711 • www.annapolis.gov

Boards and Commissions Application

Personal information

Name Sheila M. Carroll

Address 811 Tyler Ave.

City Annapolis ST MD Zip 21403

Phones Home 302-530-6839 Other _____

E-mail galway1997@hotmail.com

Statement of interest – Why should you be appointed to this board/commission?

I have been a city resident since 2008 and grew up in the Annapolis area. Growing up in the Annapolis area I had the opportunity to participate in different community recreational opportunities which contributed to my growth and development. I love Annapolis and have concerns for the future of Annapolis. This opportunity will allow me to be part of the solution for a city I love. Recreational activities are a necessity for a city to bring residents together socially and provide city residents places to enjoy the city. In addition parks and recreational centers are places where children can develop social and motor skills through class offerings and social interaction.

My experiences in sports and teaching group fitness, combined with my experiences in Business will be an asset to the committee being able to provide insights and carry out necessary objectives and tasks of the Recreation Advisory Board.

Are you a resident of the City of Annapolis? Yes No

Are you an employee of the City of Annapolis? Yes No

If yes, please state your job title, department & duties.

Do you do business with the City of Annapolis? Yes No

If yes, please detail.

Are you currently serving on any city boards or commissions? Yes No

If yes, please list board(s).

Work experience (titles and duties)

Please see attached resume

Educational background (certificates, diplomas, degrees, seminars, etc)

Please see attached resume

Other experience (volunteer experience, memberships etc)

Volunteer Experience

- * Numerous USGA and PGA Golf Events
- * Providence HOA Secretary
- * Green Acres Community Volunteer
- * Rehoboth Beach Golf & Country Club Women's Member Guest Chair
- * Rehoboth Beach Golf & Country Club House Committee Member
- * Governor's Cup And Comptroller Cup Volunteer
- * SPCA Walk for Animals

Memberships

- * Annapolis Athletic Club (2008- Present)
- * YMCA Arnold (2009 - Present)
- * Baltimore Center Club (2009-Present)
- * Annapolis Strider's (2008-2010)
- * Girls on Grapes (2020 - Present)
- * Rehoboth Beach Country Club (2000 - 2019)
- * Severn Valley (2009- 2011)

References

Name Cindy Cole Phone 443-994-6257
Address 514 Chesapeake Ave. Annapolis, MD 21403
Name Paula Hydro Phone 302-236-4992
Address 20894 Spring Lake Dr. #308 Rehoboth Beach, DE 19971
Name Madeleine Czyewski Phone 302-296-6909
Address 28 John Hall Drive Ocean View, DE 19970

Appointees are subject to the provisions of the City of Annapolis Ethics Code, Annapolis City Code Chapter 2.08. Appointees are strongly encouraged to review this Code and contact the City of Annapolis Office of Law and/or City of Annapolis Ethics Commission with all inquiries.

Signature  Date 4/6/2021

E-mail electronically completed form to boards@annapolis.gov. Paper copies may be faxed to 410-216-8284 or mailed to the Mayor's Office address above, attention Boards and Commissions Coordinator.

Sheila Marie Carroll, MBA, MEd

811 Tyler Avenue
Annapolis, MD 21403
(302) 530-6839
Galway1997@hotmail.com

SUMMARY OF QUALIFICATIONS

- Top performing territory manager with a proven track record of consistently turning around underperforming territories
- Expertise in physician training, practice development, creating & implementing new hospital programs, account coding and billing reimbursement, patient coverage navigation, and new product launch experience
- Experienced with effective management of account managers, clinicals and per diems to maximize ROI
- Adept at cold calling, pioneering new territories and securing new business relationships
- Excellent clinical knowledge and exceptional clinical customer relationships

PROFESSIONAL EXPERIENCE

3/20 – Present

Takeda Oncology

Oncology Territory Manager, Leukemia – Washington, DC (MD, DC, N.VA, DE)

Formulating effective strategies to achieve sales goals and product positioning within target accounts.

Cross-functional collaboration to maintain a “Patient First” approach for the education and sales of Iclusig to physicians, pharmacists, nurses, and HCPs implementing Takeda’s strategies, plans and tactics.

- 2020 - Q1 109.7%, Q2 95.4%, Q3 98% QTD Goal Attainment, 3% Growth * Effective development and implementation of 5 Remote Speaker Programs utilizing CNE and Promotional Speakers and execution of 2 Connex programs.

- Development, implementation and management of region SharePoint site to maximize communication

5/19 – 3/20

Veracyte, Inc.

Pulmonary Product Specialist – Mid-Atlantic (MD/DC/VA/WV/KY/DE/OH)

Establishing new patient pathways by reducing unnecessary invasive procedures in lung cancer and ILD diagnosis utilizing advanced genomic testing. Overseeing and managing three territories with responsibility to launch new products, develop new business and implement patient treatment pathways utilizing groundbreaking genomic testing at key accounts. Routine call points include Pulmonology, Bronchoscopy Labs, Respiratory Therapists, Pathology and Value Analysis Committees.

- Q3 100% Envisia Growth and 1 New Account, 10% Percepta Growth and 4 New Accounts
- Q4 50% Envisia Growth and 2 New Accounts, 15% Percepta Growth and 3 New Accounts

7/16 – 5/19

Sirtex Medical * CDH Acquired Sirtex May, 2018 *

Regional Sales Manager – DC/MD/N.VA

Accountable for all aspects of account opening, growth, development and management to treat unresectable liver tumors with Yttrium 90. Responsibilities include RAM license, Patient Pre-Determination management, account coding and reimbursement, physician and staff training and development, dosimetry and program practice development utilizing relevant clinical articles, and management of Market Development Specialist, speakers and physician proctors in assigned territory. Routine call points include Interventional Radiology, Radiation Oncology, Nuclear Medicine, Surgical Oncology, Medical Oncology, Nurse Navigators, Billing, Physics, RSO and C-Level Suite. Developed all curriculum and executed Physician Training Program and Physician Training Center within territory, 1st Y90 Fellows Program and Developed Physician Training Binder.

- **Rookie of the Year 2017**
- 2017 113% to Plan (31 doses over plan), 26% Growth (56 doses over prior)
- 2018 100% to Plan
- 2019 YTD 111% to Plan, 4/33

1/16 – 7/16

Cardiva Medical

Sr. Territory Manager – MD/DC/VA/DE

Responsible for growing market share and driving adoption of a new to market vascular closure device while providing all physician and staff training and clinical case support. Position entailed product positioning to VAC committees and conducting value analysis presentations to administration.

- 2016 Q1 108% to Quota, 31% growth, Q2 163% to Quota, 108% growth

7/13 – 12/15

Covidien Vascular Therapies / EV3 Peripheral *Medtronic Purchased Covidien Territory Eliminated*
Sr. Territory Manager – DC/MD/N.VA/DE

Sold full line of peripheral interventional products including DCB, stents, wires, catheters, atherectomy into the Cardiac Cath Lab, Interventional Radiology, Interventional Cardiology, and Vascular Surgery. Responsible for effectively training and managing various clinicals and marketing per diems to maximize ROI. Also responsible for all physician and staff training and development with all products, ensuring correct coding and reimbursement protocols for products, and physician practice development.

- 2015 114% to Quota (37/112 March 2015)
- 2014 102% to Quota (Top Third)
- 2013 95% to Quota Q4 (first full quarter)

11/12 – 5/13

Angiotech Interventional *Argon Medical Purchased Angiotech Sales Force Eliminated*
Territory Manager – MD/VA/DC

Sold full line of diagnostic and interventional products to Radiology (IR, CT, US), Oncology/Hematology, Urology, Women's Health, OR

- 2013 113% to Quota YTD (2013 #1 / 33 Nationally, #1 / 7 in Region)
- 2012 #33/34 Nationally

2/11 – 11/12

Centocor Ortho Biotech, Inc./Janssen Biotech – Johnson & Johnson
Sr. Oncology Specialist – Maryland

Effectively launched new game changing Prostate Cancer treatment, Zytiga. Management of buy and bill infusion therapy treatments (Procrit and Doxil) and specialty pharmacy (Zytiga).

Oncology/Hematology, Urology, Nephrology, Hospitals (Pharmacy, Surgery, Infusion Centers)

- 2012 #16 / 190 Nationally
- 2011 #131 / 193 Nationally (Territory was at 180/194 when I started)
- **Over 100%** Goal Attainment for all products
- Zytiga Sales Winner November 2011, DOME Encore Award 2012, Nucynta Sales Winner Q2 2012
- DOME Field Advisory Committee Regional Lead, District DOME & Zytiga Urology Leads

8/09 – 2/11

BioSphere Medical * Merit Purchased BioSphere – Violation of Cook Non-Compete *
Territory Manager - Maryland

Provide visionary strategic planning to develop a unique approach to growing medical device sales. Balancing both procedural device sales and patient marketing / practice development to grow market share and awareness of a disease state that is unmentioned to most women.

Implement marketing and advertising campaigns to develop physician practices and provide clinical support, physician and staff training for embolization products. Routine call points included IR, C-Suite, Marketing & Business Development, Gynecology, Oncology, and Account Billing / Reimbursement.

- **Sales Representative of the Year, September 2010 #1 out of 21 Nationally**
- 2010 32% growth and 124% to quota
- 2009 #21/22 Nationally
- Ranked in **Top 3** in Nation for completing and planning **Community Health Talk Programs**
- Regional and National Winner for "Crash the Boards Sales Contest" April 2010
- Appointed to Biosphere's Family Practice Advisory Committee; developed IR Practice Referral Pad for BioSphere & IR Family Practice Outreach

12/07 – 8/09

Cook Medical – Interventional Radiology Division
District Manager - MD/DC/VA

Sold full line of Cook's Interventional products to IR, CT, Ultrasound, IV Therapy, Purchasing.

- 2009 #4/33 in Nation, #1/8 Region
- 2008 #11 / 33 Nationally
- 2007 #32/32 Nationally
- Achieved **100% of quota** for career with company
- Increased territory revenues 20% to \$3.4 million in annual sales
- Ranked 4th in Nation for Turbo-JeCT Sales New Product Launch in 2008
- 7 Hospital conversions to Cook PICCs and Drainage resulting in over \$300K in annual new business

6/07 – 11/07

Neff & Associates – Chesapeake Insurance Group Affiliate
*** Relocated from Delaware to Annapolis for Personal Reasons ***
Medical Liability/Malpractice Broker MD, DE, VA, D.C.
• Closed over \$1,000,000 in new business

5/04 – 6/07

Boehringer Ingelheim Pharmaceuticals
Professional Sales Representative II (PSR 2) - Salisbury, MD
Hospitalists, Primary Care, Urologists, Cardiologists, Orthopedics, Rheumatologists, Pulmonologists
selling Micardis, Mobic, Flomax and launching Spiriva and Mirapex.
• 2007 #1 / 21 in Region (President's Club) & #35 / 497 Nationally **103 %** Goal Attainment
• 2006 # 8 / 21 in Region (President's Club) & #108 / 492 Nationally **104%** Goal Attainment
• 2005 #12 / 21 in Region & **103%** Goal Attainment
• 2004 # 19/21 in Region & **140%** Goal Attainment

9/99-5/04

Indian River / Wicomico County School District / Delaware Technical Community College
Reading and Math Teacher, Teacher Trainer at Selbyville Middle School and Wicomico Middle School
• Train and develop teachers throughout Delaware to teach Reading across the curriculum
• Managed two teams of 5 teachers
• Awarded Fulbright Scholarship, Delaware Reading Project Teacher Consultant / Trainer, MBNA T3 Grant – Developed and Awarded

EDUCATION

Wilmington University
Master of Business Administration - MBA, Health Care Management 9/17 – 8/19
G.P.A. 3.7

Wilmington University
Master's in Education, Elementary Studies Grades K-8
Reading Specialist Certification 1/00 – 6/01
G.P.A. 3.9
Distinguished Rating for Master's Portfolio

Loyola College in Maryland 9/96 – 5/99
Bachelor of Arts in Speech Pathology, Business Minor
G.P.A. Major 3.3 Overall 3.0
Resident Assistant - Student Life Programing Award
Club Field Hockey and Lacrosse Teams
Maryland Distinguished Scholar, Xerox Scholar Award Winner

University College Galway, Ireland (Summer Study Abroad) 6/97 – 8/97

Boston College 9/95 - 5/96
Division 1 Women's Golf Team

PERSONAL INTERESTS

Travel, Personal Fitness, Competitive Golf, House Projects, Live Music, Food and Gourmet Cooking. Qualified for & completed Boston Marathon 2012.