

Ashley DeBlaey

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PROFILE SUMMARY

Enterprise sales leader with 7+ years driving revenue growth at the intersection of life sciences, health data, and clinical SaaS. Proven track record of originating and closing complex, high-value deals with biopharma and biotech organizations — including 130% quota attainment generating \$7.8M against a \$6M target. A trusted advisor to C-suite buyers, skilled at translating sophisticated data solutions into strategic outcomes that resonate with senior decision-makers. Thrives in high-autonomy, build-from-scratch environments where commercial leadership, GTM strategy, and execution go hand in hand.

CORE COMPETENCIES & SKILLS

- **Strategic & Analytical Skills:** Critical Thinking, Problem-Solving, Decision-Making, Data Analysis, Strategic Planning
- **Go-to-Market & Business Development:** Go-to-Market Strategy, Business Development, Consultative Sales, Pipeline Generation, and Thought Leadership
- **Delivery & Project Leadership:** Project Management, Delivery Management, Resource Allocation, Risk Management, and Stakeholder Engagement
- **Financial & Operational Management:** Budget Management, Revenue Forecasting, P&L Management, and Operational Excellence
- **Executive Leadership:** Executive Presence, Inspirational Leadership, Cross-functional Collaboration, and Change Management
- **Tools/Platforms:** Salesforce, Outreach, LinkedIn Navigator, Notion, Lemlist/Instantly, Slack, HubSpot, Jira, Asana, SmartSheets, Gong, ZoomInfo

PROFESSIONAL WORK EXPERIENCE

Endpoint Clinical Director, Business Development | Miami, FL

January 2026 – Present

- Serve as founding enterprise seller for RTSM/IRT clinical trial software, originating and closing new business relationships with pharmaceutical and biotech organizations through disciplined prospecting, consultative selling, and executive relationship building.
- Act as a trusted advisor to C-suite and senior scientific stakeholders, translating complex data and platform capabilities into compelling ROI-driven value propositions that accelerate deal progression and close.
- Build and coordinate cross-functional execution across sales, implementation, and leadership teams to develop tailored proposals, negotiate contracts, and ensure seamless client onboarding that drives long-term retention and expansion.

Medidata Solutions Solution Sales Specialist, Clinical Data Studio | Miami, FL

February 2024 – January 2026

- Originated and closed enterprise deals across biopharma and biotech accounts, surpassing annual targets with 130% attainment against a \$6M quota and generating \$7.8M in total revenue through disciplined pipeline management and consultative selling.
- Developed and executed GTM strategy for a clinical data SaaS platform, leveraging data-driven insights and market intelligence to build scalable sales processes and playbooks that accelerated pipeline generation across pharma and biotech segments.
- Served as a trusted advisor to C-suite and VP-level stakeholders at biopharma and biotech companies, building deep relationships that converted complex data solution conversations into long-term enterprise partnerships and new business wins.
- Owned end-to-end deal execution including RFI/RFP leadership, pricing, and contract negotiation, coordinating cross-functional teams to ensure accurate solution representation and seamless handoff from close to delivery.
- Built and led onboarding and enablement programs that standardized sales methodologies across the commercial team, reducing ramp time and establishing repeatable processes that scaled revenue generation.

ArisGlobal Senior Project Manager | Miami, FL

July 2022 – November 2023

- Led multiple high-value software projects, ensuring on-time and on-budget delivery, and building strong client relationships that led to predictable and repeatable client outcomes.
- Led cross-functional teams, including external partners, to define project scope and deliverables.
- Partnered with sales teams to develop strategic RFP responses and multi-capability proposals, directly contributing to the growth of the sales pipeline.
- Effectively managed client expectations and requirements, building strong client relationships during implementation.

Calyx Senior Project Manager (Clinical Trials) | Chicago, IL

January 2021 - July 2022

- Managed client relationships for up to 15 ongoing clinical trials, ensuring quality control and adherence to milestones.
- Designed and executed comprehensive global onboarding programs for new employees, incorporating structured training modules and mentorship to accelerate ramp-up time.

- Led virtual daily stand-up meetings, communicating deviations in timelines or deliverables to stakeholders.
- Oversaw project billing, budget control, and managed change in scope.

Ascend Imaging Account Manager | Chicago, IL

February 2020 - January 2021

- Fostered relationships with current and potential customers, addressing their capital equipment needs.
- Managed the Salesforce funnel, meeting fiscal year timelines and achieving annual targets for pipeline and order generation.
- Collaborated with teams to develop go-to-market strategies and identify effective marketing approaches.

SimonMed Imaging Account Manager | Chicago, IL

September 2019-February 2020

- Sustained business relationships with healthcare providers and utilized marketing presentations to promote services.
- Created ROI-focused materials for physicians, which resulted in increased daily scan numbers.
- Implemented successful go-to-market strategies to boost the utilization of imaging centers.

GE Healthcare | Milwaukee, WI

April 2019-September 2019 | Ultrasound Account Manager

- Engaged customers using marketing tactics to boost ultrasound system sales.
- Managed the Salesforce funnel, meeting quarterly targets for pipeline and order generation.
- Collaborated with the product marketing team to collect market feedback and contribute to new product research and go-to-market strategies.
- Provided training for all incoming GI & POC ultrasound account managers on products, Salesforce, and day-to-day role tasks.

ProShip Account Manager | Milwaukee, WI

December 2018-April 2019

- Primary point of contact for assigned customers, ensuring satisfaction and retention.
- Managed customer expectations during business development and implementation stages.
- Created and presented quotes tailored to customer needs, driving sales.
- Successfully managed projects from signed quote to implementation.

GE Healthcare | Milwaukee, WI

February 2018-November 2018 | Sales Support Specialist

- Conducted training for new hires on Salesforce, covering day-to-day tasks such as order booking and quote creation.
- Worked collaboratively with the sales team on various Salesforce implementation projects.

June 2016 - February 2018 | Accounts Receivable Specialist

- Aided in reconciling accounts for major national clients, ensuring prompt payments.
- Managed customer invoicing and collaborated closely with account managers to prevent overdue accounts.
- Conducted root cause analysis and took necessary actions to resolve outstanding issues.

EDUCATION

- Harold Washington College, Chicago, IL Associates of Science