

# BRANDON BERTRAND

MBA • BS, Occupational Therapy

*Medical Device Sales Professional • Orthopedics & Surgical Specialties*

Katy, TX 77494 • 337.288.8182 • brandon.bertrand1977@icloud.com

## PROFESSIONAL SUMMARY

High-performance sales leader and licensed Occupational Therapist with 25+ years of combined clinical and entrepreneurial experience. Built a therapy business from 1 to 9 facilities and scaled a State Farm agency from \$1.2M to \$3.5M in annual premiums (+191%) — demonstrating a rare combination of healthcare clinical depth and proven revenue growth. Possesses direct relationships with orthopedic surgeons, neurologists, neurosurgeons, and OR staff, along with hands-on anatomy expertise and firsthand OR observation experience. Uniquely positioned to drive rapid device adoption, build surgeon trust, and exceed territory growth targets from day one.

## CORE COMPETENCIES

Orthopedic & Surgical Anatomy • Surgeon & Physician Relationship Management • B2B Sales & Complex Case Closing • Territory Ownership & Growth • Outbound Prospecting • Clinical Education & Product Demonstration • C-Suite & Medical Director Negotiation • Referral Network Development • Team Leadership & Coaching • OR Familiarity (Upper Extremity) • Business Development & P&L Ownership • Post-Op Rehabilitation Protocols

## PROFESSIONAL EXPERIENCE

**State Farm Agent / Agency Owner** | **State Farm** | Katy, TX *Feb 2015 – Present*

- **Grew annual P&C premium revenue 191% — from \$1.2M to \$3.5M — over a 10-year period through disciplined outbound prospecting, needs-based consultative selling, and referral network development.**
- **Expanded total household count by 188%, building one of the highest-growth agency books in the region and demonstrating repeatable territory development at scale.**
- **Improved customer retention rate by 9% (2023–2025) through structured relationship management and proactive account engagement — mirroring the account stewardship behaviors of top device reps.**
- **Achieved Auto Growth to Plan of 115%, consistently outperforming regional benchmarks and earning Two-Time Ambassador Club and Three-Time Honor Club recognition.**
- **Closed complex life insurance and financial services cases requiring multi-stakeholder presentations, needs assessments, and consultative value-proposition delivery — directly transferable to capital device selling.**
- **Led full agency operations including team hiring, coaching, marketing strategy, business plan development, and execution — developing the self-directed, entrepreneurial mindset critical in device field sales.**

**Occupational Therapist** | **Star Physical Therapy** | Cypress, TX *May 2025 – Present*

- **Carrying a patient caseload 35% above the clinic average while maintaining high-quality care — demonstrating elite time management and performance under volume pressure.**
- **Evaluate, diagnose, and treat patients presenting with a wide range of upper extremity orthopedic and neurological conditions, maintaining deep anatomical and clinical fluency directly relevant to orthopedic device portfolios.**
- **Maintain active communication with referring physicians and interdisciplinary therapy teams, reinforcing current physician relationships valuable to a device territory.**

**Occupational Therapist / Owner** | **Bertrand Therapy Services, LLC** | Eunice, LA *2008 – 2015*

- **Founded and scaled an OT practice from 1 facility to 9 facilities — a 9x expansion — over 7**

years, demonstrating the territory-building and account-growth mindset device companies prize in their top reps.

- Grew annual revenues 300% over a 3-year growth sprint through a combination of clinical excellence, physician outreach, and strategic facility expansion.
- Directly marketed to area orthopedists, neurologists, neurosurgeons, and primary care physicians — building referral pipelines and clinical relationships that mirror the surgeon-facing work of an orthopedic device rep.
- Negotiated contracts and service agreements with C-Level Hospital Administration and Medical Directors, developing C-suite communication skills critical for capital device selling.
- Drove measurable increases in both outpatient and inpatient referral volume across 9 facilities, leveraging relationship-based selling and clinical credibility as the primary conversion tool.

#### **Rehab Department Manager** | Central Control, LLC / Magnolia Place | Lafayette, LA 2005 – 2008

- Managed full rehabilitation department operations, overseeing staff performance, patient care quality, and compliance — building the operational discipline that supports autonomous territory management.
- Delivered clinical education and staff development programs that improved therapy protocol adherence and patient outcomes, demonstrating strong training and consultative communication skills.

#### **Director of Physical Medicine** | Southwest Medical Center – Ther Ex | Lafayette, LA 2002 – 2004

- Grew Average Daily Census (ADC) 121% — from 3.4 to 7.5 — in 18 months by implementing targeted treatment protocols and physician marketing strategies, demonstrating rapid impact in a clinical business development role.
- Managed a department of 15 full-time clinical staff, coordinating high-volume patient care while maintaining full JCAHO compliance.
- Developed diagnosis-specific treatment protocols that improved measurable patient outcomes and satisfaction scores — deepening clinical expertise directly applicable to device product education.

#### **Occupational Therapist** | Landry & Associates | New Iberia, LA 2000 – 2002

- Specialized in shoulder, elbow, and hand rehabilitation — building core upper extremity orthopedic knowledge that directly supports orthopedic device portfolios.
- Voluntarily observed live hand and upper extremity surgeries in the OR, developing early clinical familiarity with surgical environments, instruments, and sterile field protocols.
- Cultivated active marketing relationships with referring orthopedic surgeons, laying the foundation for physician relationship management that spans 25+ years.

### **KEY PERFORMANCE METRICS & GROWTH HIGHLIGHTS**

- 191% growth in P&C annual premium revenue — \$1.2M to \$3.5M — State Farm Agency (2015–2025)
- 188% growth in total household count — State Farm Agency (2015–2025)
- 115% of Auto Growth Plan achieved — consistent outperformance of regional targets
- 9% improvement in customer retention rate (2023–2025)
- 9x facility expansion — Bertrand Therapy Services from 1 to 9 locations (2008–2015)
- 300% revenue growth over 3 years — Bertrand Therapy Services (2008–2011)
- 121% growth in Average Daily Census — 3.4 to 7.5 in 18 months, Southwest Medical Center (2002–2004)
- 35% above average caseload productivity — Star Physical Therapy (2025–Present)
- 25+ years of active physician relationships — orthopedics, neurology, neurosurgery, and primary care
- Two-Time Ambassador Club Qualifier • Three-Time Honor Club Qualifier — State Farm

### **EDUCATION**

**Master of Business Administration (MBA)** | **University of Louisiana at Lafayette** | Lafayette, LA  
2006

**Bachelor of Science, Occupational Therapy** | **University of Louisiana at Monroe** | Monroe, LA  
2000