

# 2016 Synergistix Users Conference INNOVATION THROUGH COLLABORATION



## **Russ Gasdia**

Russ Gasdia is the Founder and CEO of Russell Alexander Advisors, LLC, an organization focused on delivering high quality, practical, and effective learning & development support in critical skill areas such as: personal accountability, leadership, coaching, communication, hiring/interviewing, productivity/efficiency, and selling effectiveness to their customers.

Prior to founding Russell Alexander Advisors, LLC, Russ spent more than thirty-three years in the pharmaceutical industry in sales and marketing roles with increasing responsibilities. For twenty-four years, Russ was in positions of sales and marketing leadership, beginning as a first-line, field-based District Sales Manager, to Vice President, Sales & Marketing and finally as Head of Strategic Commercial Initiatives. As Vice President, Sales & Marketing, he was responsible for gross revenue in excess of \$3 billion and a department of approximately 1,000 people. In addition, he led a diverse set of departments including field-based sales forces, marketing functions, training & development, sales operations, market research, forecasting and analytics, and contracting & operations.

Russ has been directly involved with over ten product launches, several sales force expansions, numerous sales effectiveness initiatives, and led various projects focused on the development of new approaches to commercialization efforts. He is an award winning sales leader, winning District Sales Manager of the Year on a regional level on two occasions, and on a national level on one occasion. In addition, he won four consecutive Regional Sales Manager of the Year Awards.

He is a member of the US Coast Guard Auxiliary, a Board Member of the Fairfield County Hospice House, volunteers with AmeriCares, and is a Mentor/Guest Lecturer at William Paterson University's Cotsakos College of Business.