

Curt Staab

Curt Staab leads the Sales Advisory Practice, advising Sales Operations leaders across the industry on current and future trends, fact-based information and actionable insights, separating reality from “noise” in key operational areas. Curt’s team benchmarks hot topics that are top of mind for operations leaders, including changes in sales force structure, field technology, inside sales, career issues and an annual study, Incentive Compensation (IC).

An experienced professional with more than 20 years in pharma, he began his career at TGA[®] Advisors in 2008. Prior to joining TGA[®] Advisors, Curt was Senior Director of Sales Operations at Merck where he managed a Sales Operations Department of 25, supporting more than 7,000 representatives in over 20 different sales forces. In this capacity, he implemented innovative initiatives on sales force size and structure and had responsibility for Incentive Compensation and Sales Reporting & Analytics.

Curt is a graduate of the University of Kansas and holds an MBA from Southern Methodist University.