

Brenda Reins

Navigating Profitable & Lucrative Business Relationships

Strategic Sales Planning	Territory Expansion	Revenue Growth	Healthcare Plans
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Brenda has the drive to lay the foundation of well-directed strategies toward definitive results. She's endowed with retentive abilities, which allow her to determine market opportunity prospects through a streamlined approach. Brenda was single-handedly responsible to introduce various products, services and programs around the globe.

She possesses a distinctive professional attitude that can take new ideas to the implementation phase and prove effective with market positioning in a rapid manner. Her methods define the vision, comprehensive research, innovation business modeling, developing prototypes and pilots with hypothetical evaluation of new product/program success.

Brenda specializes in new product development through employment of designs, formulated to facilitate users. She also manifests a socially perspective vision that nurtures elegance, intuitive solutions and integrative technologies and skills like:

Strategic Business Models	Impressions	Insurance Products
New Business Development	Risk & Fraud Mitigation	Standardized Processes
	Motivational Team Leadership	

Miss Reins has played executive roles within companies and non-profit organizations. Spearheading the strategic growth initiative at Florida Blue; in correspondence to the GuideWell business, she has mentored a team all over Florida that brought about immense generation of revenues, exceeding expected turnovers and introducing new services. A strategic partnership that acquired a \$4 million excessive operating capital, was formed under her decision, being the Co-founder of partner company MediSKY Technologies. She commenced 4 progressive companies and generated a further \$3 million return on sale by revamping existing product with newly devised strategies, all of which was conducted under her Vice President of Sales & Business Development role at The Garage.

Complimenting her set of accolades further, she has also gained additional experience that include roles such as:

- Corporate Development Ambassador at Axis Data Solutions in Orlando, Florida
- Account Executive at American City Business Journals in Orlando, Florida
- Sales Marketing Specialist at Clear Channel Communications in Orlando, Florida
- Private Party Representative at Bluegrass Hospitality Group in Lexington, Kentucky

She demonstrates devotion towards patient's well-being, operations teams and sales/marketing environment through sales engagement, marketing with prior focus upon product launch. Brenda shows particular concerns over healthcare, business and civic innovations. She still continues to experiment with revolutionary technical solutions that can expedite product development, marketing, advertising and sales. She more concentrated to obtain a long-term return by aligning sale persons, marketing teams and other operational faculties for prosperous business future.

Miss Rein's commitment towards team development, devising new product strategies, regeneration of healthcare innovations has allowed her to benchmark her innovations and unique roles throughout her business development journey. Brenda is a unique asset to organization that demand team consolidation. She is currently a Master of Science in Health Informatics student at Jacksonville State University in Jacksonville, Florida. Her degree completion is expected to take place around November, 2019. She is also a Bachelor of Science in Integrated Strategic Communications from the University of Kentucky in Lexington, Kentucky.