



Phone: 262-436-1130 • FAX 262-436-1135
TOLL FREE NUMBER: 888-443-0011

ROSEMARY CRUMP
8139 S. Four Oaks Drive
Franklin, WI 53132
414-525-9660

SUMMARY OF ABILITIES

- Proven record of generating marketing and sales opportunities
- Experienced staff trainer and recruiter
- Extensive management experience and business owner
- Increased market share for all employers

SALES AND MARKETING EXPERIENCE

1995-Present Owner/President
Access Medical Inc.

- Direct overall business/marketing development in Wisconsin
- Responsible for overall financial planning and budget
- Direct entire marketing and customer service operations
- Developed a Wisconsin client base of approximately 100 referral sources
- Developed a country wide medical expert base of over 800 physicians, vocational experts, rehabilitation nurses, ergonomic specialists, occupational and physical therapists
- Supervise and train all customer service staff
- Responsible for all administration decisions

RESULTS

Created a unique network of diverse medical experts and evaluations

1993-1994 Regional Marketing Director
Diversified Medical Inc, a National Independent Evaluations

- Responsible for Market Development in Wisconsin, Michigan and Illinois
- Recruited medical experts in three states
- Marketed referral sources (attorneys, insurance companies and employers) in three states
- Director customer service operations

- Supervised and trained a professional marketing staff
- Developed marketing strategy for Upper Midwest region
- Developed a budget for a three state area

RESULTS:

- Increased market penetration in all three states
- IME's increased by over \$60,000 per month in a three month period
- Market awareness was generated in a three state parameter

1991-1993 Marketing Manager
CHIRON, LTD, Milwaukee, Wisconsin

- Developed and acquired referral sources throughout the State of Wisconsin and Northern Illinois
- Structured a company wide marketing plan
- Designed marketing materials, brochures, letters, handouts, and newsletters
- Supervised and trained professional staff in marketing
- Coordinated all marketing activities and budgets
- Structured and coordinated all seminars, workshops and meetings

RESULTS:

- Increased market penetration in the State of Wisconsin with insurance resources, self insured companies and third party administrators
- IME's increased an additional 400 month
- Dollar volume increased 2.5 million in 18 months

1990-1991 Marketing/Sales Manager
Occupational Medical Clinics of America, Milwaukee, Wisconsin

- Supervised marketing staff of six people
- Structured, organized and implemented marketing plan
- Responsible for re-organization of telemarketing and direct sales areas

RESULTS:

Created new business, organized effective marketing programs and created a 1 million dollar increase in profit within the first year

Other Pertinent Work Experience

- Owned and marketed my own public relations and marketing company for several years

- Started in the insurance industry as a public relations supervisor, later promoted to manager
- Served as a lobbyist in four states for ALLSTATE INSURANCE COMPANY

EDUCATION

Bachelor of Arts: Communications, History and Secondary Education
MIDLAND LUTHERAN COLLEGE, FREMONT NEBRASKA
Master of Science Program: Business Management
CARDINAL STRICH COLLEGE, MILWAUKEE, WISCONSIN

REFERENCES AVAILABLE UPON REQUEST