A special Thank You to Dr. Terry Loe and the National Collegiate Sales Competition - 2024 for allowing Redbird National Sales Competition to use the buyer profiles.

Redbird National Sales Competition 2024
Buyer Profiles

Round 1 – White Hat (NCSC – Round 1)
Round 2 – SmartDox (NCSC - Quarter Final Round)
Round 3 – Avalon Health (NCSC - Semi-Final Round)
You have been on the Gartner team for around 12 months. You found White Hat on Forbes.com when researching top tech companies to work for. You did additional research via Sales Navigator.

On LinkedIn Sales Navigator

Revenues: $100m - $300m in revenue
Employees: 450 employees
1 yr. growth: 100%
HQ: Atlanta, GA
Founded: 2016

You called Tony Krystofik’s office and gained this appointment through Tony’s admin, John Cox. You spoke with John briefly, but he seemed in a hurry, and you did not speak with Tony. John mentioned that Tony was working on several projects. You asked what kinds of projects, and John said he was not sure, but knows Tony had product development meetings associated with AI.

Prospect Background:

From LinkedIn: Tony Krystofik

White Hat: Dir. of Prod Strategy (9mths)
Dell Technologies: Dir. Solutions Product Marketing (1yr 3mths)
Oracle: Sr. Dir. Prod. Strategy (2yrs)
Consultant: Prod. Marketing & Management (2yrs)
Stratus Technologies: Sr. Dir. Mktg Dev. & Strategy (5yrs 2mths)

Education: Northeastern Univ. (B.S.)
Computer Science, minor, Bus. Admin.
You have been on the Gartner sales team for a little over a year and have been cold-calling mid-size technology companies. You recently saw a prospect from your CRM, SmartDox, mentioned in an article in builtin magazine (builtin.com) about the 80 Top Healthcare Startups and Healthtech Companies. You did some research on LinkedIn and Sales Navigator.

**On LinkedIn Sales Navigator**

- Revenues: $5.5m - $60m in revenue
- Employees: 29 employees
- 2 yr. growth: 120%
- HQ: St. Louis, MO
- Founded: 2019

**What you Found**

**Your Research:** Founded in 2019 by a well-versed team hailing from both the public and private sectors. SmartDox will empower crews to find and fix deficiencies with their current documentation practices. A clear description of Medical Necessity is often the most significant EMS documentation issue to cause overpayments. SmartDox Solutions provides better documentation by creating direct, well-written statements for auditors to see why the patient's condition supports transport by ambulance. Similar company: [https://medcompservices.com/smartdoc/](https://medcompservices.com/smartdoc/)

**Administrative Team from the website:**
- CEO: Yani Suki
- Chief Product Officer: K.K. Peesker
- Chief Marketing Officer: J.J. Riggs

**Prospect Background**

- From LinkedIn: J.J. Riggs

**Prospect Background:**

- From LinkedIn: J.J. Riggs (St. Louis, MO)

A goal-driven leader, who loves building teams and watching them deliver products, tools, and capabilities beyond their own expectations.

**Work History:**
- SmartDox: CMO, Jan 2024 – Present
- AlphaOmega: Founder, Nov 2016 – Dec 2023
- trinet: Head of Product Security, 2010 - 2016

**Education:**
- Hillsdale College - BA Communications
- Columbia Business School - MBA
The meeting with SmartDox went very well and you thought this might be a great industry sector to exploit. You found Avalon Health also in *builtin* magazine ([builtin.com](http://builtin.com)).

**On LinkedIn Sales Navigator**
- Revenues: $10M - $20M
- 2 Year Growth: - 4%
- Employees: 40
- HQ: Oak Brook, IL
- Founded: 2019

**What you Found**

Avalon Health is a first-of-its-kind private, secure, trusted network created exclusively by healthcare leaders to enable seamless communication and collaboration between payers, providers, and other healthcare administration companies.

Specialties: HIT, Interoperability, Blockchain, Payers, Hospitals and Health Systems, Networks, Data platform.

Administrative Team from the website:
- CEO: Andi Loring
- VP Marketing: Ray Pirouz
- Chief Product Officer: Duleep Delpechitre

**Prospect Background**

From LinkedIn: Andi Loring

**Prospect Background:** Andi is a lifelong strategist and innovator in healthcare and fintech. From the very beginning of Andi’s career, Andi identified unique ways to leverage technology to improve processes and transform consumer experiences. As CEO of Avalon Health, Andi leads the team in building an inclusive network that solves the problem of interoperability by ensuring all stakeholders have equal and easy access to patient data when it’s needed most.

**Avalon Health:** CEO, Aug. 2021 – Present (2 yrs 6 mos)

**JPMorgan Chase:** Managing Dir. Head of Healthcare Payments, 2018 – 2021 (2 yrs 11mos)

**Citi:** Dir. Healthcare Payment Solutions, 2012 – 2015 (2 yrs 9 mos)

**Education:** Univ. Illinois, Urbana-Champaign

**Duleep Delpechitre is not on LinkedIn.**