



MIKE HINTZ

President, Northlink Consulting

📍 Grand Rapids, MI

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Core Industries

- Healthcare
- Biomedical
- Medical Device & Diagnostics
- Pharmaceuticals
- GPO / IDN
- Technological
- Consulting / Technology
- Banking & Finance

Professional Certifications

- Published Author
 - Discover Your Best Life
- Forbes Coaching Council
- Miller Heiman Consulting Partner
 - Strategic Selling
 - Conceptual Selling
 - Large Account Management (LAMP)
 - SPIN Selling
 - Professional Selling Skills
 - Professional Sales Coaching
- EcSell Institute Speaker
 - OneUp Coaching Platform
- Life Science & Trainers Network
- Registered Nurse
 - Intensive Care
 - Organ Donation Coordinator
- AATB - Tissue Banking Specialist
- Veteran - Army 1LT

Community Involvement

- **Community Support Team** –HQ
Teen Homeless Shelter
- **Board of Directors** – G Summit
Community Organization
- **Volunteer** –Camp Blodgett, Habitat
for Humanity
- **Sponsorships** – World Vision,
Goodwill, United Way

Summary

Mike founded Northlink Consulting in 2015 and works with clients across the globe and several business segments. He has spent over 27 years working in healthcare, military, sales, marketing, and training. Biotech and medical device industries are distinct areas of specialization based on his experience, skills, and expertise.

Mike spent seven years working as a Registered Nurse at Blodgett Hospital's Neuro/Trauma ICU. He was an early leader and resource for the teams he worked with. He also served in the Army National Guard and Army Reserves in the officer corps. His love of professional sales drew him to Kinetic Concepts, Inc. after nursing and spent 7 years working directly with their key customers on initiatives that would increase care and patient outcomes. Along with several sales awards, he was also a key member of the field sales training team.

Mike was recruited away to the Musculoskeletal Transplant Foundation, and then to ConMed Corporation via an acquisition. He again posted several top performer sales years and transitioned to National Training Manager with both firms. He was integral in several team expansions and brought accountability and excellence with a creative approach. He now works with his own clients to help them achieve their own goals of growth, expansion, excellence, and efficiency.

Mike has a nursing degree and is currently a licensed Registered Nurse (RN) in the State of Michigan, and is a Certified Tissue Banking Specialist (CTBS) from the American Association of Tissue Banks (AATB). He uses his diverse healthcare, military background, and MBA to help his clients.

Professional Experience

2015 - Pres. **President**

Northlink Consulting

Mike is the President of Northlink Consulting and works with executive teams to optimize their marketing and sales channel using his diverse personal and professional background. His background as a freelance artist gives him a creative mindset when dealing with complex corporate client scenarios. His experience in the high pressure ICU nurse environment and military background has taught him the importance of process and procedure. With several top performing sales years under his belt, Mike lead several training teams that addressed the domestic and international needs for billion dollar publicly traded companies and 'not-for-profit' as well. Even small companies struggle with making their goals of transformation stick and achieve lasting change. That is why Mike invests his time and expertise with the clients who understand the kinds of work and commitment required to achieve the goals they want.

2012 - 2015 **Manager, National Training**

ConMed

As part of the national leadership team at ConMed, Mike worked with the Biologics and Orthopedic sales forces. He worked closely with the executive leadership in the sports tissue and biologics division to screen and on-board B2B salespeople during a growth and expansion phase, delivered coaching to Sales Effectiveness Assessments, and ensuring strategic team selections. Mike managed the orthopedic teams' interface with the LMS and provided many meaningful process improvements.

Miller Heiman Client Associate and delivered workshops and coaching on several topics.

- Plan for every customer interaction to ensure productive use of salesperson's and customer's time.
- Conclude every meeting with clear actions for both sides to ensure the opportunity continues to move forward.
- Ask questions that will uncover critical information
- Add discipline to customer meetings to be client focused and results oriented
- Identify and align the selling process with where the customers are in their buying process.

Discover Your Best Life Synopsis

Are you ready to invest in yourself? Ready to boost your ability to innovate and become more competitive in today's global marketplace? Discover Your Best Life shows you how to unlock your own innovative potential and those of the people around you. Contrary to what you have been told, there is an "I" in team, and it's time to release their full potential rather than asking them to blend in.

<https://bit.ly/dybl1>

<https://northlinkconsulting.com/book/>

Social Media

Website:

<https://northlinkconsulting.com/>

Twitter: @NLCMike

Facebook:

<https://www.facebook.com/MikeHintzNLC/>

Instagram: @life_hintz

LinkedIn:

www.linkedin.com/in/mikehintz

2002 - 2011 **Sales Training Manager**

MTF: Musculoskeletal Transplant Foundation

Regularly researched and created new sales opportunities in order to maintain a solid client pipeline and database. Coordinated cross-functionally to facilitate client relationships and complete special projects. Elected to the National Indian Gaming Association (NIGA) as an Associate Board Member. Developed tribal relationships, researched and built client contacts by attending conferences and trade shows within tribal territories.

- Propelled revenue by evaluating market and identifying new prospects.
- Leveraged finely honed communication and negotiations skills to foster new relationships.
- Tasked with generating new product sales with existing client base.

1994 - 2002 **Sales & Field Trainer**

KCI: Kinetic Concepts Incorporated

Field Sales Trainer

- Improve the sales effectiveness of the KCI sales team members. Deliver coaching on sales best practices that would yield predictable results. I focused on negotiating, closing, and having purposeful and professional conversations with our customers. I sought to help our sales team identify strategic relationships with key decision makers. My goal was to provide sales training in the B2B Medical Device Market that would equip the team to win more deals and meet their quota more often.

Account Executive

- B2B sales professional in the medical device space. KCI is a world class sales organization with a transformational executive team. My objective was to provide positive revenue growth via effective opportunity management. Prospecting in the local West Michigan market was key and the sales training was helpful from the leadership team. Their goal was to create value through win-win solutions to our customer's needs. Executive coaching was essential to my success. Effective and regular business plans were expected along with use of the companies CRM tool. Essential best practices were developed and strengthened while in this role with KCI.

Education

2008 - 2011 **MBA**

University of Phoenix

A master of business administration, graduate degree that focuses on finance, marketing, management, and strategy.

2000 - 2003 **BAS of Business Studies**

Davenport University

1985 - 1988 **ADN: Nursing**

Grand Rapids Community College