



Sage Growth Partners, LLC
Sharon Penttinen
Director



SHARON PENTTINEN

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SHARON PENTTINEN, a Director with Sage Growth Partners (SGP), is a marketing professional specializing in business development for healthcare organizations.

Ms. Penttinen has held a number of administrative, marketing and sales positions with healthcare delivery organizations, several small start-up ventures in both healthcare products and services, and a large medical products company.

Ms. Penttinen demonstrates a capacity to articulate ideas, generate marketing strategies, and drive growth for companies through marketing and sale support activities. She is able to convert ideas and strategies, both independently and as a team player, into productive solutions to address the unique needs of individual healthcare organizations.

REPRESENTATIVE ACCOMPLISHMENTS

Oversaw marketing analysis, branding, messaging, and strategic planning to build name recognition in the United States for foreign-based, clinical pharmacology center.

Developed marketing and sales programs to grow the acute-care, patient monitoring business for an international healthcare organization, including product sales materials, training manuals for sales support, tradeshow planning / sales lead generation, and customer-facing presentations.

Coordinated marketing and sales support activities for healthcare technology company serving medical specialty physicians in the areas of cardiology, vascular surgery and urology.

Generated new sales and assumed primary point of contact for assigned accounts for a start-up, business-to-business eCommerce pharmaceutical marketplace.

Held hospital administrative and marketing role for large hospital company. Coordinated business development activities for two inpatient, acute rehabilitation hospitals and four outpatient clinics, including competitive analyses, quarterly marketing plans and annual plan for business development. Managed five Rehabilitation Liaisons (RNs) and three admission staff who were responsible for the transition of patients from referring hospitals and physician clinics.

Played an integral role in the licensure process to obtain new facility's Medicare, Medicaid, commercial insurance contracts and JCAHO accreditation.

BACKGROUND

Penttinen earned her undergraduate degree in Communications from the University of California at San Diego and an MBA/MHA from The Pennsylvania State University at University Park.
